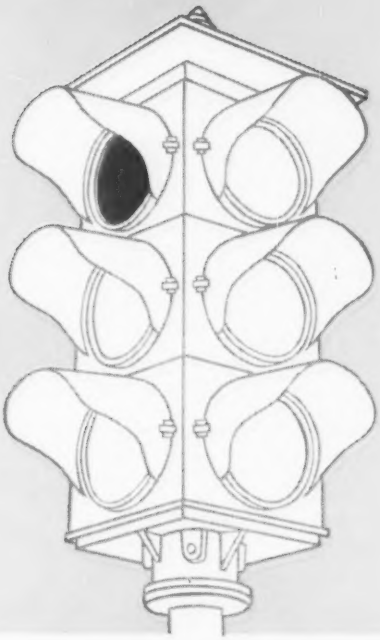
FEBRUARY 1959

# Traffic Safety

A NATIONAL SAFETY COUNCIL PUBLICATION

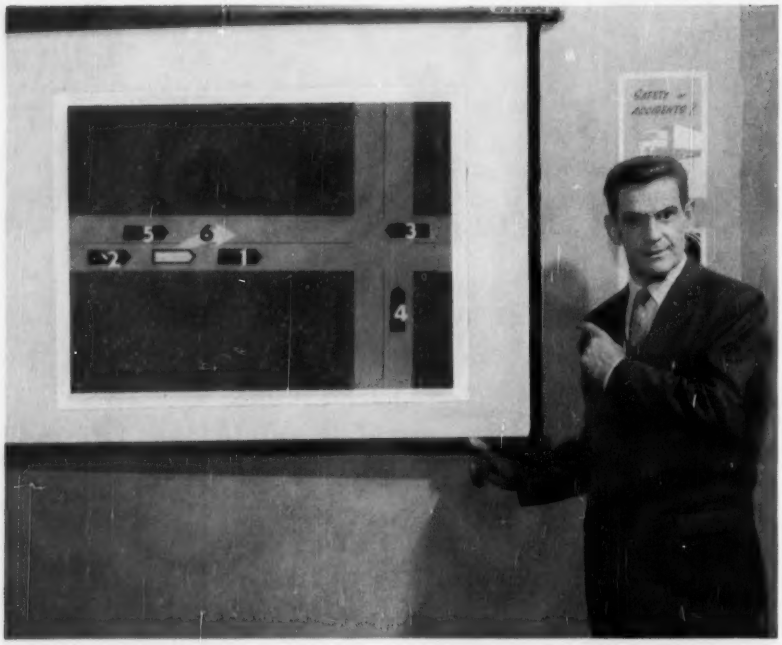
## SIGALERT... Warns West Coast

# The Case AGAINST Compulsory Car Insurance



## DRIVER EDUCATION– Should Police do the Job

# New Driver Training Films




## the Defensive Driving Series

**NEWEST ADDITION** to the Council's library of driver training films is "The Defensive Driving Series", a series of six films covering the six basic traffic situations wherein your vehicle and another vehicle can collide. Each of the six positions and the defensive driving rules applying is covered in a separate film. The films are 16mm, black and white, with full movement and synchronized sound. Running time is 10 minutes each.

We feel that our members will be especially pleased with the series because it contains two built-in features that mean added film effectiveness and longer film life.

Since the content is organized around the six basic traffic situations, the series constitutes a comprehensive course in defensive driving for new drivers and also lends itself to selective use in the re-training of accident repeaters who often have difficulty with one particular type of accident.

The second built-in feature involves the manner of treatment given the subject matter. Except for a few brief glimpses, you will see no vehicles, no professional drivers doing their stuff behind the wheel, no carefully-rigged accident scenes in which the hero reacts just in time to prevent an accident.

All you will see and hear is a driver trainer talking about traffic situations and demonstrating safety rules by use of simple training aids such as a blackboard, chart, drawings, and a table top. Even the vehicle models used are non-representational. This makes the series applicable to any type of motor vehicle driver in any branch of the motor transportation industry including school bus drivers and passenger car drivers and thus suitable for showing at high schools, driver training schools, or service clubs. It also means long life for your series because there are no illustrated vehicles to go out of date and imply that the message is dated also.

Here are six films that will fit into your training room as neatly as though they were produced by your own training staff. They are fast paced. The essential subject matter is presented quickly and in a logical and interesting manner and in language your drivers will understand and remember.

The films are priced at $360.00 per set less member discount of 10% resulting in the *low net price of $324.00 per set for members.* Quantity prices are available on request.

These films are a natural for your 1959 program. Use the coupon below in ordering.

---

NATIONAL SAFETY COUNCIL

425 North Michigan Avenue, Chicago 11, Illinois (Stock No. 278.30)

Please send ____ sets of The Defensive Driving Series ($360.00 per set less 10% discount to members) to the undersigned. Check or money order enclosed ____, Deduct from Service Credit ____, Bill me ____

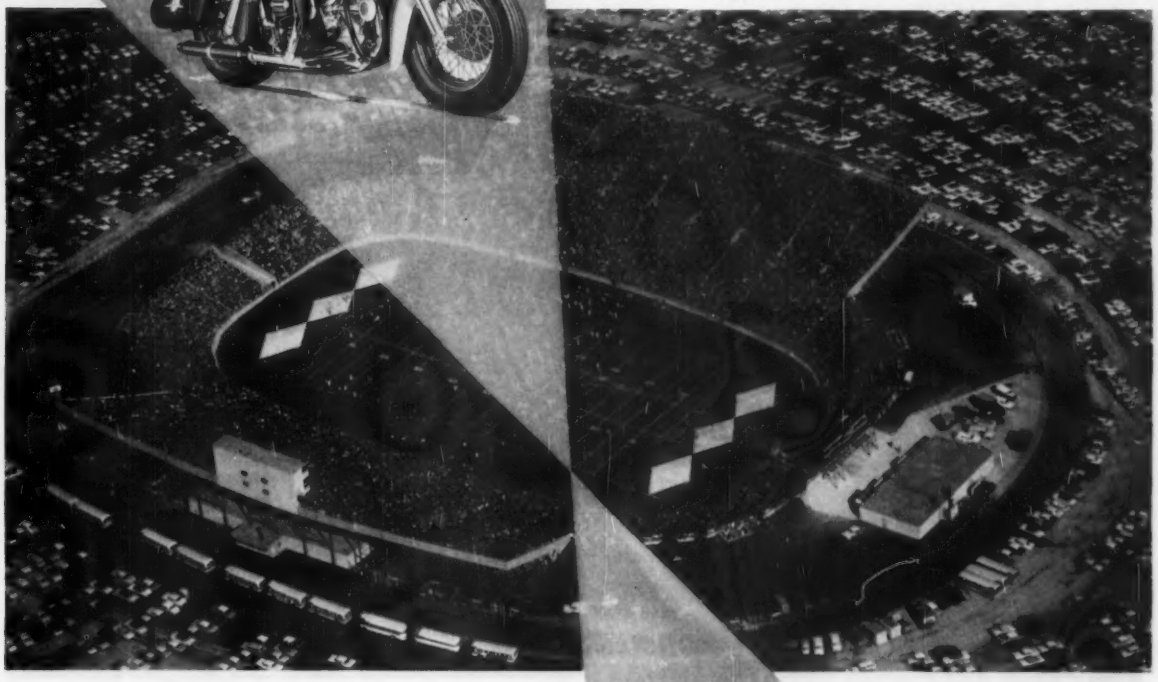
NAME _____ TITLE _____
Please Print

COMPANY _____ ADDRESS _____

CITY _____ ZONE ____ STATE _____

## *Stretching the long arm of the law in "Packer" City*

**Green Bay, Wisconsin** — football fans get to and from the big game quickly and safely with Harley-Davidson Solos on the job. Scene is City Stadium, home of the Green Bay Packers.



# Harley-Davidson Solos stand out in a crowd

## . . . keep traffic flowing smoothly at special events

Wherever crowds gather, officers mounted on Harley-Davidson Solos are *standouts* at keeping the situation under control. The Solo's ability to move quickly through congested areas prevents traffic jams and keeps accidents down to a minimum.

Solos are *standouts* in other ways too. They are potent symbols of law and order . . . provide the quick, visual recognition so essential to crime and accident prevention. And there are no better good will ambassadors than solo-mounted officers . . . quickly *identifiable* and *accessible* to the citizen requiring information or assistance.

To learn more about how you can stretch *your* equipment and man-power dollars with Solos and Servi-Cars, see your dealer or write Harley-Davidson Motor Co., Milwaukee 1, Wisconsin for free, illustrated literature.

**HARLEY-DAVIDSON**

**Police Motorcycles**

## COMING EVENTS

**March 1-5, Asheville, N. C.**

Southern Safety Conference and Exposition. (Battery Park and George Vanderbilt hotels). Contact W. L. Groth, executive director, Southern Safety Conference, Inc., P. O. Box 8927, Richmond 25, Va.

**March 4-5, Philadelphia, Pa.**

Twenty-fifth annual Regional Safety and Fire Conference and Exhibit (Bellevue-Stratford Hotel). Contact Harry H. Verdier, executive director, Safety Council, Chamber of Commerce of Greater Philadelphia, 121 South Broad St., Philadelphia 7, Pa.

**March 16-17, Boston**

Thirty-eighth annual Massachusetts Safety Conference and Exhibit (Hotel Statler Hilton). Contact Bruce Campbell, manager, Massachusetts Safety Council, 54 Devonshire St., Boston 9, Mass.

**March 17-18, Fort Wayne, Ind.**

1959 Northeastern Indiana Safety Conference & Exhibit. Contact Ivan A. Martin, manager, Safety Council, Chamber of Commerce of Fort Wayne, Fort Wayne, Ind.

**March 22-25, Houston, Tex.**

Annual Texas Safety Association Conference (Rice Hotel). Contact J. O. Musick, general manager, Texas Safety Association, Inc., 830 Littlefield Bldg., Austin, Tex.

**March 23-25, Los Angeles**

Sixth annual Western Safety Congress and Exhibits (Ambassador Hotel). Contact Joseph M. Kaplan, manager, Greater Los Angeles Chapter, NSC, 3388 W. Eighth St., Los Angeles 5, Calif.

**April 9-10, Kansas City, Mo.**

Fourteenth annual Central States Safety Congress (Hotel President). Contact George M. Burns, managing director, Kansas City Safety Council, 419 Dwight Bldg., Kansas City, Mo.

**April 13-17, New York City**

Twenty-ninth annual Safety Convention and Exposition (Hotel Statler). Contact Paul F. Stricker, executive vice-president, Greater New York Safety Council, 60 E. 42nd St., New York 17, N. Y.

**April 20-22, Syracuse, N. Y.**

Sixth biennial central New York Safety Conference and Exposition (Hotel Syracuse). Contact Newell C. Townsend, administrative secretary, 351 South Warren St., Syracuse 2, N. Y.

**April 22-23, Indianapolis, Ind.**

Twelfth central Indiana Safety Conference and Exhibit (Claypool Hotel). Contact Jack E. Gunnell, director, Safety Council, Indianapolis Chamber of Commerce, 320 N. Meridian St., Indianapolis 11, Ind.

**April 28-30, Columbus, Ohio**

Twenty-ninth All-Ohio Safety Congress and Exhibit (Deshler-Hilton Hotel.) Contact Arthur W. Moon, Congress manager, Room 611, Ohio Department Building, Columbus 15, Ohio.

**May 4-6, Allentown, Bethlehem, Easton, Pa.**

Thirty-second annual Eastern Pennsylvania Safety Conference. Contact Harold A. Seward, secretary-treasurer, Lehigh Valley Safety Council, 602 E. 3rd St., Bethlehem, Pa.

**May 5-7, Niagara Falls, N. Y.**

Nineteenth Western New York Safety Conference (Hotel Niagara). Contact Clifford H. Seymour, executive secretary, Western New York Safety Conference, P. O. Box 315, Niagara Falls, N. Y.

**May 12-14, Rochester, N. Y.**

Second triennial Genesee Valley Safety Conference and Exposition (Manger Hotel). Contact William H. Keeler, secretary-treasurer, Genesee Valley Safety Conference, Inc., 55 St. Paul St., Rochester 4, N. Y.


How much TORTURE can YOUR TRAFFIC PAINT STAND?

**State Street, Chicago —one of the busiest streets in the world.**

**Traffic count 30,000 every 24 hours (taxicabs, buses, trucks, passenger cars.)**

**Painted with CLINCO-MARK to withstand heat, cold, sleet, ice, raw wind and heavy traffic.** *(Furnished through INTER-AMCO.)*

*A high quality paint built for*

- **Longer Life**
- **Greater Visibility**
- **Lower Cost Per Dollar Per Foot**
- **Labor Savings (No need to rechalk lines when repainting—sufficient striping remains from previous marking.)**

*FREE test sample. Write for yours today and descriptive literature.*

**The CLINTON COMPANY**

Sales Representatives for Chicago Area — INTER-AMCO
1224 Elston Avenue • Chicago 22, Illinois

Circle Item No. 2—Reader Service Card

# Traffic Safety

Volume 54 Number 2 FEBRUARY 1959

A NATIONAL SAFETY COUNCIL PUBLICATION


TRAFFIC SAFETY is dedicated to the prevention of traffic accidents through the presentation of objective information and responsible opinion to official agencies, public support groups and the motor transportation industry. The views expressed do not necessarily reflect the beliefs or policies of the National Safety Council, but they are presented in the conviction that the pressing social problem of traffic accidents can best be resolved through freedom of expression and open debate.


BOARD OF EDITORS

Angela Maher, *Editor*

Robert Meyer, *Editorial Director* — Jack Horner, *Publications Coordinator*

EDITORIAL STAFF

Jack Trimble — William Todhunter

ART STAFF

Ralph Moses, *Director*

Walter Kenneth — William Wendland

ADVISORY STAFF

E. J. Buhner, *vice president for traffic and transportation, National Safety Council;* Harry Porter, Jr., *director, Traffic;* Paul H. Coburn, *director, Motor Transportation;* Paul Jones, *director, Public Information.*

ADVERTISING STAFF

Robert O. Jones, *Director* — Oliver Mickila, *Production Manager*



TRAFFIC SAFETY is published monthly by the NATIONAL SAFETY COUNCIL, 425 N. Michigan Ave., Chicago 11, Illinois. Copyright 1959 by National Safety Council. Printed in U.S.A. Entered as second class matter at the Post Office in Chicago, Illinois, under the Act of March 3, 1879.

The subscription price to TRAFFIC SAFETY is $4.50 per year (add 50 cents for foreign charges except to Canada and Pan-American Union). Prices on quantity lots will be quoted on request. All prices subject to a 10 per cent discount to National Safety Council members.

NATIONAL SAFETY COUNCIL
Chartered by the Congress of the United States
George C. Stewart, Executive Vice-President
R. L. Forney, Secretary

Ned H. Dearborn, President Emeritus

Home Office: 425 N. Michigan Ave., Chicago 11, Ill.

San Francisco Office: 703 Market St., San Francisco 3, Calif.

New York Offices:
Field Service & General Information, 60 E. 42nd St., New York 17, N. Y.
Public Service Fund, 332 Chrysler Bldg., New York 17, N. Y.


## IN THIS ISSUE:


**Traffic Operations:**

Traffic Toll Cut Last Year . . . . . 4
The Case Against Compulsory Insurance . *by Arthur C. Mertz* 6
Sigalert . . . . . 10
Driver Education—Should Police Do the Job? . . . . . *by Menno Duerksen* 12
The Driver and the Law . . . . . 15
Driving on Superhighways (Fact Sheet) . . . . . 19
Three National Groups Launch Seat Belt Drive . . . . . 21

**Public Support:**

Hope for the Battered Urban Pedestrian . . *by Jack Trimble* 22

**Motor Transportation:**

First Principle of Driver Screening—Get the Whole Picture . . . *by Leon Brody* 30
Reindeer Ride Royally . . . . . 32

**Departments**

Coming Events . . . . . 2
Today's Traffic . . . . . 5
News from Capitol Hill . . . . . 9
Boosters . . . . . 26
Materials . . . . . 27
Fleet Posters . . . . . 28
The Traffic Record . . . . . 35
The Safety Library . . . . . 40
New Safety Equipment . . . . . 44
Safety Product Literature . . . . . 46


## BETWEEN STOPS

HAS the public got a heart? Sometimes traffic safety people wonder. Public apathy to the shocking traffic toll gives the impression that the man-in-the-street has no concern for his fellow-man.

But the public showed its heart when fire snuffed out the lives of 90 children and three nuns in Chicago's terrible year-end school blaze.

The public responded magnificently with money, blood and time—and with a determination that such a tragedy should not happen again.

As a result, schools across the nation are safer today.

And what of the thousands of children who meet violent death on the highways annually? Because they are eliminated one-by-one will the public continue indifferent to their fate?

The public has a heart. Let us find a way to engage that heart in the war on traffic accidents.

# TRAFFIC TOLL CUT LAST YEAR

## Deaths down 1,500 for second year in row

THE National Safety Council estimates that the 1958 traffic toll will be 37,000 deaths and 1.3 million disabling injuries. This is 1,500 deaths below the toll for 1957—a drop of 4 per cent.

The year 1958 thus became the second in a row to bring a saving of 1,500 lives in traffic.

The Council's estimate of the 1958 toll is based on state reports for the first 11 months and a projection for the December toll.

A 3 per cent decrease in highway fatalities in November returned the traffic accident pattern to a steady improvement that began two years ago and has been interrupted by only two monthly increases since November of 1956—a 4 per cent rise in October, 1958, and a 4 per cent increase in August, 1957.

The traffic death total for November of 1958 was 3,460, as compared with 3,570 in November of 1957.

The 11-month death total for 1958 was 33,230, as against 34,790 for the same period in 1957.

At the end of the first nine months of 1958 (latest figures available), travel was up 2 per cent and deaths were down 6 per cent.

This produced a mileage death rate of 5.3—lowest on record for a comparable period.

The September mileage death rate was 6.0—the lowest ever recorded for that month.

"It is encouraging, of course, to see the death rate coming down to new all-time lows," said the Council.

"What has been accomplished is only a start, and the united efforts of everyone are needed in the year ahead if a real dent is to be made in the traffic toll—one of the nation's greatest social problems."

Of 47 states reporting to the Council, 26 had decreases in traffic deaths in November, two reported no change and 19 showed increases.

For 11 months, 33 states reported decreases and 14 had increases.

Reports from 681 cities with more than 10,000 population showed they had a 10 per cent decrease in traffic deaths in November. For 11 months, those cities showed a 5 per cent decrease from the same period last year.

Of the reporting cities, 547 had fewer deaths or no change in deaths in November. For 11 months, 436 had fewer deaths or no change.

In November 481 of the 681 reporting cities had perfect records. The three largest were Norfolk, Va. (291,000); Jacksonville, Fla. (250,000), and Grand Rapids, Mich. (212,300).

For 11 months 143 cities still had perfect records. The three largest were Orlando, Fla. (89,300); Bethlehem, Pa. (74,000), and Dubuque, Iowa (51,300).

*To Page 35*

### Leading at the End of November

**States**

| | | | | | |
|---|---|---|---|---|---|
| Vermont | —23% | New Mexico | — 8% | | |
| South Carolina | —19% | Georgia | — 7% | | |
| West Virginia | —17% | Alabama | — 7% | | |
| Connecticut | —16% | California | — 5% | | |
| Iowa | —13% | Missouri | — 4% | | |
| Illinois | —12% | Delaware | — 4% | | |
| Maryland | —12% | New York | — 3% | | |
| Ohio | —11% | Kentucky | — 3% | | |
| Arkansas | —11% | Rhode Island | — 3% | | |
| Wyoming | —11% | Pennsylvania | — 2% | | |
| Texas | —10% | Oklahoma | — 2% | | |
| Michigan | —10% | Nevada | — 2% | | |
| Wisconsin | —10% | North Carolina | — 1% | | |
| Utah | —10% | Kansas | — 1% | | |
| New Jersey | — 9% | Oregon | — 1% | | |
| Indiana | — 9% | Montana | — *% | | |
| Virginia | — 8% | | | | |

**Cities**

| | | | |
|---|---|---|---|
| Long Beach, Calif. | —37% | Minneapolis, Minn. | —10% |
| Toledo, Ohio | —29% | Cincinnati, Ohio | — 9% |
| Akron, Ohio | —22% | Rochester, N. Y. | — 9% |
| Cleveland, Ohio | —21% | San Antonio, Tex. | — 8% |
| Oakland, Calif. | —21% | Portland, Ore. | — 8% |
| Flint, Mich. | —21% | St. Louis, Mo. | — 7% |
| Boston, Mass. | —20% | Columbus, Ohio | — 7% |
| Detroit, Mich. | —18% | Wichita, Kan. | — 7% |
| Indianapolis, Ind. | —18% | Atlanta, Ga. | — 6% |
| Milwaukee, Wis. | —15% | Birmingham, Ala. | — 5% |
| St. Paul, Minn. | —13% | Chicago, Ill. | — 4% |
| Omaha, Neb. | —13% | Dayton, Ohio | — 4% |
| Providence, R. I. | —13% | Philadelphia, Pa. | — 3% |
| Grand Rapids, Mich. | —13% | Memphis, Tenn | — 3% |
| San Francisco, Calif. | —12% | Baltimore, Md. | — 2% |
| Houston, Tex. | —11% | | |

*Less than .5%.

**Breath tests for Canadian drunks**

The Supreme Court of Canada recently upheld legislation enacted by the Province of Saskatchewan requiring suspected drunken drivers to undergo a breath test or face suspension of their drivers' permits.

**Controlled access in Michigan**

A study covering some 80 miles of the new Michigan controlled access expressways shows that six new sections of the system have reduced accidents by 73 per cent and injuries by 62 per cent over the old roads they replaced.

In the first six months of 1958, with the expressways in operation, accidents totaled 106, personal injuries 60, and fatalities two. In the first six months of 1957, before the new roads were built, accidents totaled 394, personal injuries 168, and fatalities seven.

**Good advice for youngsters**

Dohrn Transfer Co. of Rock Island, Ill., has been promoting teenage traffic safety in a novel way. When one of the employees' children receives his first driver license, the director of safety and personnel sends him a letter congratulating him and reminding him of the responsibilities that go with the privilege of driving.

**Radar gives driver a break**

A Chicago electronics expert recently won an argument against a radar speed-checking device. Haled into court on a charge of driving 48 m.p.h. in a 30-mile zone, the expert contended that the radar was not reliable because steel and concrete beams divide and divert the radar beams. (The scene of the arrest was one of Chicago's underground streets.)

A test proved the radar was inaccurate—to the tune of five to eight miles *in the driver's favor.* The expert was fined $25 and costs. He appealed the verdict. This time the ruling was that, since the radar system had been proved inaccurate—even though the inaccuracy gave the driver a break—the driver should not be found guilty.

**Mannikin traffic police**

In Bonn, West Germany, wooden traffic officers call attention to the city's safety signs. The movable arm of the figure points to the sign as an extra means of catching motorists' attention.

# The Case Against Compulsory Car Insurance

**Massachusetts, New York and North Carolina have compulsory car insurance laws. Have these states solved the problem of the financially irresponsible driver? Insurance companies answer an emphatic "No!"**

**by Arthur C. Mertz**

FROM time to time, certain legislators and public officials voice the suggestion that "something should be done" about the fact that auto accidents occasionally occur that aren't covered by liability insurance. We hear it proposed that the purchase of liability insurance be made compulsory as a condition to registering one's car.

The idea isn't new. It has been kicking around for half a century. Yet only three states (Massachusetts, New York and North Carolina) out of the 48 have tried it, and one of them (North Carolina) is trying it just for a three-year test period.

On the other hand, 45 states have repeatedly rejected compulsion. They have stood by their safety-responsibility laws, patterned after the model law found in the Uniform Vehicle Code. That Code was of course drafted by experts from the International Association of Chiefs of Police and from dozens of other qualified national associations and groups represented on the National Committee on Uniform Traffic Laws and Ordinances.

With the S-R type law a 45 to three favorite among the states, we think it worthwhile to take a mighty critical look at the compulsory dark horse before putting any money on it. And the more we look, the less we like it.

In the first place, the S-R laws have proved they can do a wonderful job when properly administered. S-R laws don't compel motorists in general to carry insurance. But they do stimulate the voluntary purchase of insurance. As a result, the percentage of insured cars is quietly and steadily rising.

In Iowa, for example, less than one out of 20 motorists now remains uninsured, and they are still whittling it away. Estimates seem to vary somewhat in Michigan, but apparently, today less than one out of 10 cars in Michigan is now uninsured.

### Mountain or Molehill?

When we say one car out of 10 is uninsured, some people think that means one valid auto accident claim out of 10 goes unpaid. That is far from true. Illinois has about the same percent of uninsured, and it was estimated in 1957 that less than one motorist out of 100 turned out actually to be financially irresponsible. In most cases involving uninsured motorists, either they were found not at fault, or they paid the claim out of their own resources or earnings.

And so, we are dealing with a narrow problem percentagewise, and a steadily diminishing one. But some people are never satisfied. There are those who keep saying: "Let's make insurance compulsory and perhaps that will 'close the gap.'"

But they would be bitterly disappointed. The very most a compulsory insurance law could do in most states would be to bludgeon a few percentage points more motorists into buying insurance than now do so voluntarily. It would by no means "close the gap," or end the problem. As proved in the states that have tried it, compulsory laws still leave thousands of resident "insurance dodgers" roaming the highways, and they are completely powerless to protect the public from damages caused by

Hit-run drivers;
Stolen cars;
Cars operated without permission;
Unregistered cars; and
Out-of-state uninsured motorists.

None of these is covered under compulsory insurance law.

For example, under the new compulsory law in New York, (the tightest one ever drawn) over 22,000 uninsured non-resident motorists were caught driving in New York in 1957. (How many more drove without being caught?) Also, hit-run drivers were involved in 79 fatal and 10,409 non-fatal accidents, and unlicensed drivers in 68 fatal and 2643 non-fatal accidents.

In return for the very little a compulsory law can accomplish over a good S-R law, let's consider some problems it would bring.

First, what is its impact on accident frequency, the thing we are most concerned about? Some folks have the idea that compulsory insurance laws would reduce accidents. Actually, the exact reverse seems to be true. Massachusetts, a compulsory state, has long suffered over twice as many traffic injuries per million vehicle miles as

Arthur Mertz is counsel for the National Association of Independent Insurers.

physically comparable states like Connecticut, New Jersey and Pennsylvania, and 2½ times the number in Michigan. (555 per 100 million miles in Massachusetts against 215 in Michigan, in 1956).

In New York state traffic injuries rose 16 per cent during 1957, the first year of compulsory insurance, while vehicle registrations remained about constant. In the same period, Michigan reduced its traffic injuries 2 per cent while vehicle registrations were increasing 3 per cent. (Annual mileage in each state increased about 3 per cent.)

You may wonder why compulsory insurance laws impede accident prevention. I have an idea it is partly because once the legislators have passed a law making everybody carry insurance many of them feel satisfied they've "taken care of" the automobile casualty problem. Much of the heat is off as far as working hard to prevent accidents. So what if a driver is accident-prone? Leave him on the highway as long as he has insurance!

And how about the motorists themselves, the ones whose conscience needs stirring about today's blood-bath on the highways? When the happy cry goes up "everybody's insured," are they motivated to drive more carefully and to be more honest about claims? I'm afraid not, judging from the Massachusetts experience.

Rather than help bolster the sagging morals of Mr. Average Driver, compulsory seems to push them even lower. The idea is all too prevalent that every bumper-scraping should produce a personal injury claim, real or fancied, and every claim a payment from the other fellow's insurance company. Two or three times as many claims per 100 cars insured are filed in Massachusetts as in the other states. In fact, there are more personal claims than personal injuries, judging from the record! Each year from 9,000 to 23,000 more injury claims are filed with insurers than are reported to the Registry of Motor Vehicles as required by Massachusetts law.

It is no wonder that Massachusetts premium rates are higher than in any non-compulsory state. If a driver moved from Detroit (population 1,850,000 to Boston (population 800,000) and bought the same basic limits bodily injury liability insurance on

# INSURANCE COMPANIES' THREE-POINT PLAN

**Three associations—American Mutual Insurance Alliance, Association of Casualty and Surety Cos. and the National Association of Independent Insurers—composed of 532 insurers which write 79.1 per cent of the automobile liability insurance in the United States recently announced agreement on a three-part "Program for Responsibility on Our Highways." Termed "a comprehensive program to meet the problem of the irresponsible motorist by specific measures for the protection of the public," it meets the problem these ways:**

**1. Better Traffic Safety—specific recommendations designed to improve the qualifications of motorists and remove from the highway those who are unqualified.**

**2. More Financial Responsibility—specific proposals for strengthening financial responsibility and safety responsibility laws such as those now in effect in 47 states, which will encourage all motorists to become financially responsible and remove from the road the irresponsible motorists.**

**Generally speaking, safety responsibility and financial responsibility laws provide protection for the public by requiring that those motorists who have demonstrated their need for financial responsibility must provide it either through the purchase of liability insurance—most states specify certain minimums—or by posting a bond. FR laws require maintenance of proof of financial responsibility, by insurance or bond, following conviction for certain serious violations or failure to satisfy a judgment for damages arising out of a motor vehicle accident. SR laws require uninsured motorists involved in an accident to post security in an amount necessary to pay for damages negligently caused. Several states require, in addition to the deposit of security, maintenance of financial responsibility for the future, either through the purchase of insurance or by posting a bond.**

**3. Improved Insurance Coverage—to provide added protection against the specific hazard of the financially irresponsible motorist. The insurance industry has developed and made widely available to the public forms of coverage designed to place the insured who has been involved in an accident with a financially irresponsible motorist in substantially the same position he would have been in had he been injured by an insured motorist.**

the family car from the same company, his annual premium would jump anywhere from four to nine times over what he now pays. And in spite of the astronomical rates in Massachusetts, the insurance companies have been losing millions of dollars a year paying mounting losses.

Space won't permit me to dwell on the many other evils compulsory insurance has brought such as:

The hundreds of pieces of controversial legislation it has spawned;

The political turmoil and mud slinging it has constantly evoked against public officials and insurance companies;

Its tremendous administrative burdens and costs.

On the last item I might mention one point though. Those officials in other states who have the thankless job of occasionally going out to pick up license plates from a motorist who hasn't complied with the S-R law following an accident should thank their stars they don't live under a compulsory law. Under compulsory they'd have to do it—not just for the few who fail to make good after an accident—but for every motorist who happens to let his insurance lapse, accident or no accident.

Thus, in New York under compulsory there are over 2,200 revocations issued every day, plus 1,230 voluntarily surrendered plates. In addition the Motor Vehicle Department must process over 13,000 other types of notices, certificates and the like every day in the operation of the law.

Can this be the simple, bug-free solution to the uninsured motorist problem the compulsionists preach about? Especially, when you consider that thousands of uninsured cars still roam New York highways?

The more we see of it, the better the S-R laws look to us. They're not perfect—no law is. But if legislators get restless, instead of leaping into the compulsory maelstrom, they would do the people far greater service by strengthening existing laws a little and tuning up administration if necessary. As with any law, enforcement is two-thirds the battle.

The small remaining chance of being hit by an uninsured motorist (which chance still would exist under a compulsory law) can be adequately covered by your own insurer for a penny or two a day for your whole family and guests. This special uninsured motorist coverage will protect you better than any panacea the lawmakers have been able to dream up. If you don't have it, ask your agent or company for details.

There are some prophets of gloom who say that today's appalling traffic accident rate is but a sign of our times—that thousands of deaths and millions of injuries are inevitable in our fast moving society—that we should accept that fact and concentrate on compensating everybody, the negligent as well as the careful.

We in the insurance business don't agree. Of course, we think it would be fine if every car owner who deserves to be on the roads would purchase liability insurance to protect himself from economic loss if sued for damages. But we don't want our product used as an opiate, to deaden the conscience of American legislators and drivers. And we don't think people in the enforcement field do either.

Enforcement officers are laboring day and night—and doing a magnificent job—to clamp down on the speeder, the road hog, the weaver, the bumper-chaser, and other highway menaces. It would be an insult to their efforts to say, in effect, to these people: "Accidents are inevitable—drive as carelessly as you please, and we'll compensate you." No—accident prevention must always be our primary objective and compensation secondary.

## HIGH COST OF COMPULSORY AUTOMOBILE INSURANCE

**Comparison of Boston with Non-compulsory Cities**

| City | Rates Class 1 (No sub-classes) | Sub-Classes 1A | 1B | 1C |
|---|---|---|---|---|
| Boston | $111.60 | | | |
| Chicago | | $48.00 | $56.40 | $69.60 |
| Cleveland | | 36.00 | 39.60 | 52.80 |
| Los Angeles | | 39.60 | 43.20 | 57.60 |
| Philadelphia | | 57.60 | 63.60 | 84.00 |
| St. Louis | | 54.00 | 57.60 | 79.20 |
| Detroit | | 21.60 | 22.80 | 31.20 |
| San Francisco | | 58.80 | 63.60 | 85.20 |
| Minneapolis | | 33.60 | 37.20 | 49.20 |
| Average rates for 8 cities other than Boston | | 43.65 | 48.00 | 63.60 |

Rates shown are annual premium rates for $10,000/$20,000 automobile *bodily injury liability* insurance.

Rates for Boston are the state-made rates which all Massachusetts companies must charge. Rates for the other cities are the National Bureau of Casualty Underwriters' manual rates; rates for some individual companies are therefore even lower.

Boston rates are for a combination of the very limited compulsory statutory coverage A, plus optional B (at a flat rate of $8.40), which combination is necessary to make the coverage at all comparable to the standard automobile bodily injury liability coverage to which the Bureau rates shown for the other cities are applicable.

The class 1 rate is applicable where the insured's vehicle is not used for business and where there is no driver under age 25. The sub-class rates apply where the insured's vehicle is not used to and from work (1A), where used to and from work but less than ten miles one way (1B), and where the vehicle is driven to work more than ten miles one way (1C). The majority of Class 1 insureds fall within sub-class 1A, the great majority fall within sub-classes 1A and 1B together, and only a small minority within sub-class 1C. There are no sub-classes in Massachusetts.

# NEWS FROM CAPITOL HILL

**Air Pollution**

Called by the Surgeon General of the Public Health Service, a National Conference on Air Pollution has studied the problem of contaminated air. The Department of Health, Education and Welfare estimated that air pollution cost industry and the public some four billion dollars a year (others estimated 7½ billion) but that only 1/3 of a billion dollars was spent annually on prevention. A persistent theme throughout the conference was the danger of diseases from "dirty" air.

The Surgeon General stated that "investigators are finding a definite association between community air pollution and high mortality rates due to cancer of the respiratory tract, including the lung, cancer of the stomach and esophagus, and arteriosclerotic heart disease." To wait for "absolute proof" of this relationship, said the Surgeon General, "is to invite disaster."

Considerable attention was paid to the responsibility, and alleged delay, of the automobile industry, in developing a device to control motor exhaust pollution. The Department of Health, Education and Welfare revealed that about one out of every 14 gallons put into the nation's motor vehicles goes into the air as pollution. The automobile industry stated that exhaust cleaners were being tested, but no prediction was made as when a commercially feasible one would be perfected.

Senator Kuchel warned the conference not to scoff at "a wave of suggestions that certain types of motor fuels be prohibited by ordinance or regulation" or to ignore the suggestions for Federal standards governing the permissible chemical content of auto exhausts.

Among the recommendations adopted by the conference were:

1. extension of the Federal Air Pollution Control Act now scheduled to expire 1960, and an acceptance of state and interstate control measures where the problem extends beyond local boundaries. This was accepted by the Secretary of Health, Education and Welfare;

2. a vigorous development by industry of exhaust system control devices, a study by the auto industry of maintenance aspects of the auto exhaust-air pollution problem, and a continuation of government research. The U. S. Public Health Service announced it was launching research studies on the auto exhaust problem, and at the same time called on the industry to intensify its activities;

3. reduction of air pollution from industrial, domestic and municipal activities;

4. need for increased medical and engineering research. The Department of Health, Education and Walfare announced a forthcoming conference to work out practical methods for stepped-up research activities; and

5. increased training facilities for air-pollution specialists.

**Highway Traffic**

The Bureau of Public Roads announced that registrations would total 68.4 million autos, trucks and buses by the end of 1958. This is 1.9 per cent higher than 1957, but the rise is at a slower rate. All states reported increases.

The Commissioner of Public Roads noted that the fatal accident rate on controlled access highways is only one-third that of other roads.

A quarterly report on the Highway Safety Study being conducted under the Federal-Aid Highway Act of 1956 indicates concern about the accuracy of statistics on highway accidents due to non-uniformity in definition and reporting.

In a motor carrier accident investigation, the Interstate Commerce Commission warned carriers to avoid use of excessively worn tires and against the failure to use tire chains.

## Amphetamines Can Fool Driver

Amphetamines have legitimate medical uses but can do great harm if they are used improperly. Their effects are just about the opposite to those from barbiturates; that is, instead of producing relaxation and sleep they make a person more active, and if he keeps taking more he can keep going for hours or even days without sleep or rest. A very few people get sick from a single tablet, but most people are not affected that way.

These drugs are misused by individuals who want to work or play harder or longer than their normal capacity allows, and also by persons who feel that the drugs make them more lively, talkative, and self-confident. The stimulating effect of amphetamines is sometimes relied on by criminals to increase their "nerve." Occasionally they are a cause of reckless behavior by juveniles.

These drugs do not create energy in the body, but whatever is stored up is released by hiding the feeling of tiredness and the need of sleep. They decrease the appetite, and this cuts down the normal supply of energy from food. That, together with the lack of sleep and rest can ruin health in the long run. Possibly their greatest danger to the individual and society is the effect they may have on automobile drivers. When a lot of one of these drugs is taken at one time, or if they are used over too long a period without rest and sleep, they may produce hallucinations in which a person thinks he sees something that really isn't there. Or, he may "black out" suddenly while driving at high speed. *(From a bulletin for use by law enforcement agencies published by the Food and Drug Administration of the U. S. Department of Health, Education, and Welfare.)*

# When disaster strikes, southern Californians get traffic instructions via a red button tagged...

# SIGALERT...

**Saturday, Oct. 4, 1958, 7:31 P.M.: Teletype in the communications center at Los Angeles Police Department headquarters ticks out: "L. A. Co. Sheriff's Dept. reports brush fire at . . ." Officer gets completed message, presses red button marked SIGALERT, zinging out a radio signal that instantly activates receiving sets in 16 Los Angeles radio stations. Officer speaks into microphone.**

**At radio station: Red light flashes, alarm sounds and tape recorder automatically whirrs, copying officer's voice. Station immediately cuts into program in progress, puts tape on air.**

**Car radio on a California freeway: Broadcast stops. Officer's voice sounds loud and clear—"This is a Sigalert bulletin. Highway six between Solamint Junction and Highway 99 is closed in both directions due to fire. Traffic is being rerouted. Duration probably 24 hours." Broadcast resumes.**

**Time elapsed between report on teletype and bulletin on car radio —about two minutes. That's Sigalert—the quickest system for emergency communication with the public, according to its sponsors.**

THE bulletin could have been about a train wreck, sonic blast, propane fuel in the sewage system or a flash flood. All kinds of emergencies have been handled on the Sigalert network. A few months after the system began in 1955 Sigalerters got an urgent appeal for doctors, nurses and ambulances to rush to a Los Angeles train wreck which killed 30 and injured 120. Response was so great that within 48 minutes after the arrival of the first police car all critically injured persons had received medical aid and were on their way to hospitals.

When a gasoline pipe line in West Los Angeles accidentally was broken and fumes spread through the sewage system repeated Sigalert warnings told residents to turn off pilot lights, extinguish open fires and not to smoke. One Monday afternoon radio listeners learned that a mysterious boom was actually a sonic blast—no need to jam police and other switchboards with worried calls. And when a Los Angeles woman walked out of a drug store with a prescription inadvertently mixed with a deadly drug she heard about it on a Sigalert broadcast.

But most Sigalert warnings are beamed to motorists telling them that freeways and major highways are blocked by traffic, an accident, the weather or some other unfriendly act of nature. Ground reports are flashed to the communications center from cruising patrol cars and local authorities. In the air, a helicopter patrol which whirls over freeways at rush hours can bounce a Sigalert signal to the control center—practically unsnarl a traffic jam before it begins.

### Spectacular Feat

Millions of southern Californians have become familiar with the official vocal chords of Sigalert. It reaches ears of motorists in the area's ten counties and two counties in Nevada and Arizona. And then some. Sigalert's most spectacular feat was a "lost, found and help" case involving three states. Police in West Los Angeles found an injured, unconscious boy at the scene of an auto accident. His only identification was a school paper with his name and age. Officers put out a Sigalert bulletin to help locate the boy's parents. Two minutes later a woman in Oregon heard the bulletin pulsing in on CBS's powerful Los Angeles radio station, KNX. She recognized the name, telephoned the boy's grandmother in Idaho who telephoned the boy's mother in Los Angeles.

The "voice" was developed by Loyd Sigmon, vice-president and engineering director of Los Angeles radio station KMPC. Sigmon envisioned the

**CAPT. G. R. Gilmore, Chief Hohmann watch Sigalert go out.**

**KNX news editor Ralph Thompson gets bulletin on recorder.**

**MAJOR air raid sirens in Los Angeles are controlled by Sigalert.**

system as a civil defense aid. Then Los Angeles Deputy Chief Commander Arthur C. Hohman of the Technical Services Bureau heard about it. To Hohmann the idea was as bright as a rocket's nose cone and just about as far reaching. He envisioned Sigalert as an all-encompassing police, public service, civil defense and military alerting system, and has been stepfather to the project ever since.

When all kinks had been ironed out of the proposed Sigalert link it was established by two groups: The Los Angeles County Coordinating Council of Law Enforcement Agencies and the Southern Broadcasting Association, Inc. with the Los Angeles Police Headquarters as nerve center.

At the end of August, 1955, law enforcement agencies in 10 southern California counties, Clark County, Nev. and Yuma County, Ariz. received a letter from the Los Angeles Police Department—beginning:

"Effective Monday, Sept. 5, 1955 (Labor Day), and pending further notice to the contrary, this department will receive and relay emergency messages in the public convenience and the public interest via Sigalert Circuit to commercial radio broadcasting stations for mass communications to motorists, truckers, householders, etc."

Recipients were told Sigalert would warn of immediate or impending emergencies and instruct those affected what to do to alleviate the situation.

At its start the southern California Sigalert Circuit comprised six commercial stations. Currently 16 commercial stations are equipped with Sigalert receivers. In addition the Southern Broadcasting Association permits all member, affiliate or associated stations to rebroadcast Sigalert warnings even though they are not hooked up to the circuit.

### Anatomy of Bulletin

Here's how the warning gets from the emergency area to the radio listener. First the impending or actual emergency must endanger a large portion of the population or threaten a major inconvenience. Such warnings, officials say, will perform a public service by keeping people from blundering, through no fault of their own, into a danger area or facing a prolonged traffic delay.

The warning message must be transmitted to the Los Angeles Police Department by a qualified governmental agency in the area where the emergency has occurred and only after a qualified governmental agent has surveyed or determined the nature of the emergency. Authorities have been instructed not to send Sigalert messages involving traffic jams if local police can divert the traffic flow to paralleling roadways or otherwise handle the tie-up.

Messages for broadcast on Sigalert must be sent to the Los Angeles Police Department communications division by teletype. But if a teletype connection is not available, messages may be forwarded by telephone or, as a last choice, inter-city radio link.

Sigalert warnings carry the following information: type and extent of disaster at time of sending, expected duration of emergency, exact area affected (naming street boundaries or specific locations), when needed a recommended course of action for people in the area or precise instructions to enable motorists to bypass the area (naming alternate streets or routes) and finally the name and title of the person responsible for originating the message. The agency which activates the Sigalert warning system assumes the responsibility of forwarding the "all clear" when conditions permit.

Clark County, Nev., and Yuma County, Ariz., were included in the circuit even though outside the jurisdiction of the Southern California Broadcasters Association. In its letter the Los Angeles Police Department

*To Page 33*

# DRIVER EDUCATION— SHOULD POLICE DO THE JOB?

**In Memphis, a child's death, a judge's words and popular demand have put police in the driver training seat**

**by Menno Duerksen**

SHOULD police take over the job of teaching behind-the-wheel driver education to beginners?

"Heavens, no," has been the reaction of most police officials and police agencies. "That is a job for the schools."

Police, they will quickly say, should stick to their knitting—their policing.

But—what if the schools persistently refuse to take on the job? What about the resistance to driver education programs by many educators?

Many safety experts will tell you that it doesn't matter so much what agency does the teaching so long as the teenager gets the proper training. A police department is one of the first agencies that comes to mind.

Police in every city are spending millions of taxpayers' dollars to enforce the traffic laws and investigate accidents—all attempts at correcting bad driving habits. Why, one might ask, would it not be proper for police to spend at least a part of that money and effort in correcting the bad habits before they are formed?

The fact is that at least one American metropolitan police department, Memphis, is very much involved in the job of teaching behind-the-wheel driving—and liking it.

"My only regret is that we cannot handle all of our teenagers and citizens who want this training," said Police Commissioner Claude Armour. And Armour's reputation is not that of a starry-eyed dreamer.

The story of how police became involved in this project is like the story of Topsy—it just growed. The project was probably born the day former Traffic Court Judge Carl Stokes listened to a case in which a beginner driver had crashed.

### Three Links in Chain

"It is a pity when a city like Memphis cannot provide a safe place, out of traffic, for beginner drivers to learn to drive," he said.

A reporter for the *Memphis Press-Scimitar* happened to be listening and printed what the judge said. A few weeks later a child was killed by a car which plunged, out of control, onto a sidewalk with a beginner driver at the wheel. The judge made his statement again. Citizens began to talk.

The next link in the chain was the Junior Chamber of Commerce, looking for a place to hold its annual Teen-age Road-E-O and having trouble finding it.

"Why don't you build one?" asked that same newspaper reporter and reminded the Jaycee Road-E-O chairman, James Curry, of Judge Stokes' statement.

"You could use it for the Road-E-O each year and the rest of the time the beginner drivers could use it," suggested the reporter, who also happened to know that the Jaycees had collected several thousand dollars in an annual safety stamp sale and were looking for worthy safety projects to spend the money on.

"Who would give us the land?" asked Curry, who was in the real estate business and knew the price of metropolitan land.

So the third link in the chain became the Memphis Park Commission where Curry and the reporter showed up, pleading for a piece of unused park property. They got it—six acres of it on the edge of the Mid-South Fairgrounds.

Next came the engineers of the

*The Sputnik-inspired criticism of "frills" in education has rekindled the objection of some educators to placing responsibility for driver education and training on the schools. The National Safety Council and its School and College Conference believe that such instruction is an essential part of American education.*

TRAFFIC SAFETY *in its November issue presented a symposium of opinion on this con-*

Menno Duerksen is safety editor of the *Memphis Press-Scimitar*.

Department of Public Works, who volunteered to do the surveying and draw up the plans, based on the nationally recommended Jaycee Road-E-O layout—intersections, curves, hills, turn-around area, parking stalls, backing area, etc.

At first the Jaycees thought the job was too big for them and asked other civic organizations for help. When response was slow the Jaycess stuck out their collective chins and barreled ahead. Curry was appointed "driving range chairman."

It took the cream of three annual safety stamp drives to foot the bill, plus a civic-minded paving contractor who took the job at cost, building the range at $6,000 less than the engineers' estimates.

In the fall of 1954, when the Jaycees were ready to dedicate the range, people had heard about it as far away as Chicago. The National Safety Council sent a representative to take a look.

Commissioner Armour, meanwhile, had been brought into the picture long before the range was built. "If we build it, will you furnish a man to run it?" asked the Jaycees. After some hesitation Armour said yes.

It may have been just one of those quirks of fate that caused Armour to put his finger on Officer (now lieutenant) A. S. Czachowski, a man from the accident investigation division with a built-in interest in driver education.

Czachowski's orders were simple—to supervise the range, see that traffic did not become too crowded and that it was not misused. Otherwise the only provision for teaching was the requirement that each beginner be accompanied by a licensed adult driver while using the range.

### Range Gets Classroom

Lt. Czachowski swears that what happened next was by demand of the people and not from himself. But the hundreds of beginner teenagers who soon swarmed to the range began bedeviling him with questions.

How do you work the clutch? How do you coordinate with the gas pedal? How do you get into a parking space?

There was no one else to answer except Czachowski and he tried. His own interest stimulated, he began looking around for teacher manuals. Sometimes, when beginners were having trouble, he would slip into the car and show them.

There was nothing official about this but, hardly without realizing it, the behind-the-wheel driver training had begun.

The next link in the chain was the rain on Czachowski's head. No one had thought of a shelter against bad weather. The Park Commission moved one of its portable ticket-sellers' booths from the fairgrounds. Czachowski scrounged a little kerosene heater to keep from freezing.

The godfather Jaycees, still watching their Topsy-child, decided to thump the tubs in another stamp campaign and build a little office building.

But by this time ideas were shaping up in Czachowski's head.

"Can't you stretch that and add a small classroom?" he asked.

The Jaycees could and did stretch. By pleading with businessmen they built the building, with a classroom for 30 students. Commissioner Armour, who was beginning to see the shape of what was happening, dug into his own police budget to help out with water, sewer lines, a heating plant, a movie projector and other

*troversial issue. In the article on these pages a driver education program carried out by the Memphis Police Department is described. The conclusions are those of the author and not of the National Safety Council. However, the success of the Memphis plan and its application to adult as well as young driver education makes a point* TRAFFIC SAFETY *feels will be of interest and significance to its readers.*

**Lt. Czachowski and students around chassis donated by Ford Motor Co. Driver training cars came from Chevrolet. Other firms also gave equipment.**

**Student gets eye test.**

**Sign shows cooperation.**

**Jaycees, with an assist from businessmen and Commissioner Armour, built classroom. Lt. Czachowski shows students how to pass car on highway.**

items. A driving school was taking shape.

The Chevrolet Motor Co. solved a big problem by promising driver-trainer cars. The Ford Motor Co. gave a Ford chassis for classroom instruction. The West Tennessee Optometric Society gave an Ortho-Rater eye tester. The Pure Oil Co., the Insurors of Memphis and other organizations gave films, Drivo-trainers, overhead projectors, magnetic blackboards, reaction time testers, glare recovery testers, etc., until there was equipment enough for one of the best equipped driver training schools in the country.

Meanwhile, as the building was going up, Armour sent Czachowski to the Iowa State College driver-teacher training center. When the officer returned his lieutenant's bars were waiting, and an assistant. Later a second assistant instructor was added.

In the back of Armour's mind throughout this whole formative period was the fact that the Board of Education, through lack of funds and because of a basic disagreement with the school's role in driver education, was unwilling to take a serious try at the driver education program.

The simple fact of life was that Memphis had no training course for the teenagers in the schools and was not likely to get one, despite pressure from civic groups and newspapers. Besides, there were other citizens who wanted and needed the training.

Into this breach, like manna from heaven, had fallen the Jaycee project. Armour instructed Czachowski to design a full-fledged driver training course, based on the AAA course, and announced it would be given free to the public.

On the day the *Press-Scimitar* ran a front page story announcing the new program the telephone at the driving range went mad. When the deluge was over Lt. Czachowski found himself with more than 700 bonafide applications for training on his hands. This, with a classroom for 30 and a schedule that would limit him to one class a month.

Lt. Czachowski will be the first to admit that the program sometimes trembled at first but the bugs gradually worked themselves out. As months went by and word-of-mouth advertis-

*To Page 42*

# THE DRIVER AND THE LAW

## Poll reveals what 20,000 drivers think about enforcement—how much and what kind they will buy

*This is the second in a series on New Jersey's Public Opinion Poll on Traffic Safety. This article covers the sections on "The Driver and Traffic Law Enforcement" and "Traffic-Violation Awareness of the Driver." The January issue of* TRAFFIC SAFETY *carried the part of the survey dealing with driver attitudes.*

### The Driver and Traffic Law Enforcement

In the New Jersey poll nine questions were devoted to enforcement. Four of them directly concerned speed limits and speed enforcement. The reason for this emphasis on speed is that almost half the state's enforcement activity, with the exception of parking, is directed toward this one violation.

**Which of the following do you consider to be the best way of preventing accidents due to driving while under the influence of alcohol?**

**Police spot checks on the road every night stopping cars.....42%**
**An educational program on the dangers of drinking and driving.....41%**
**Have all taverns close at midnight..... 7%**
**Have people warned against permitting guests to drive after drinking parties... 7%**
**No answer..... 3%**

This question was designed to get public reaction on the best means of combating the drunken driving problem which had been voted the most serious traffic violation.

Opinion was about equally divided between the "spot check" method of enforcement and a public educational program.

As annual mileage driven increased—spot checks were more favored; the "under-20" age group was the least favorable toward this enforcement method among the age groupings.

The conclusion to be drawn from these answers is that spot checks, as an enforcement method, are apparently not as heavily favored by the public as might be desired. This may be the result of improperly conducted "checks" or a misunderstanding on the part of the motoring public concerning the effectiveness of the method as a deterrent to certain violations.

This was a multiple-answer question. The percentage of questionnaires with more than one reply was seven per cent.

**What do you think of traffic law enforcement in New Jersey?**

**There is too much enforcement..... 2%**
**There is not enough enforcement.....45%**
**It is just about right.....50%**
**No answer..... 3%**

This question was designed to get an indication of public opinion on quantitative enforcement in New Jersey.

It is interesting to note that just half of the drivers think that enforcement is just about right in New Jersey —quantitatively. However, almost another half feel that there is not enough enforcement. Their reasons for these opinions are given in the answers to the succeeding questions.

**If your answer to the preceding question indicates "too much enforcement" would you please write in the reason for your opinion?**

**38% (Apparently misunderstood question and wrote in reasons for more enforcement.)**
**18% Too much partiality by police.**
**15% Too strict on minor violations—not strict enough on major.**
**8% Speed traps have developed into a shakedown racket.**
**21% Miscellaneous.**

The reasons for the "too much" opinions as written-in under this question are summarized in the foregoing table. Each category is an actual quote and the percentages show the ratio of similar replies.

It would appear that these opinions are more critical of the wrong kind of enforcement currently in effect as

they see it rather than that we have too much of the right kind of enforcement.

Here is an indication of the need for a standard enforcement policy for the state, carefully supervised and uniformly administered.

**If your answer indicates "not enough enforcement," would you please check the statement below which most closely states the reason for your opinion?**

**We have enough police but they are not giving enough attention to traffic.....11%**
**Police are not giving enough attention to violations that cause accidents.....41%**
**Police are never around at the right time..22%**
**We need more police.....19%**
**No answer..... 7%**

The answers to this question show justification for the opinion that New Jersey hasn't enough enforcement. Two out of 10 drivers felt there is need for more police while one out of 10 was of the opinion that there are enough police but they are not giving enough attention to traffic. On the other hand, slightly more than six out of 10 indicated a need for greater selectivity in enforcement by existing forces.

**How do you feel about New Jersey's speed limits in built-up areas?**

**They are too high..... 6%**
**They are too low .....12%**
**They are all right as they are.....79%**
**No answer..... 3%**

Four out of five respondents considered speed limits in built-up areas to be OK as they are. However, as annual mileage increases there is a tendency to consider these limits too low.

**What about speed limits on the open road?**

**Too high ..... 7%**
**Too low .....10%**
**They are all right as they are.....81%**
**No answer..... 2%**

This question was a companion to the preceding one. There was some opinion that speeds on the open road are OK as they are.

Nineteen per cent of the drivers who drove over 20 thousand miles annually thought that limits were too low, while only 6 per cent of those with an annual mileage under five thousand miles shared this opinion.

In the under-20 age group, 27 per cent thought speed limits too low, compared to 5 per cent in the over-50 group. There seems to be a definite correlation between lower age groups and higher speeds. As age increases—higher speed tendencies decrease.

**How do you feel about the enforcement of speed laws?**

**A driver should be allowed to exceed any limit by a reasonable margin when it is safe to do so.....29%**
**When speed limits are reasonable and proper they should be enforced as posted .....70%**
**No answer..... 1%**

This was exclusively a speed question and brought out a number of variations of opinion by various groups.

The replies follow the pattern set in answers to other questions in this category: drivers who do the most driving and drivers in the lower age groups prefer a minimum of speed restrictions; as annual mileage decreases and age increases the tendency is toward greater speed restrictions.

Thirty-three per cent of the men, but only 22 per cent of the women, felt a driver should be allowed to exceed the limit by a reasonable margin when it is safe.

In the various educational groupings, a preference for a "reasonable margin" was shown by those who had finished high school and those with a college background.

**Of the following methods of enforcing speed limits, which do you consider best in getting cooperation from motorists?**

**Use of radar or other timing devices.....30%**
**Use of police patrol cars on speed violations only..... 8%**
**Use of police patrol cars for all violations in a balanced manner with speed violations .....42%**
**Put speed "governors" on all cars.....16%**
**No answer..... 4%**

Speed enforcement was the subject of this question. While more than four out of 10 of the respondents noted a preference for patrol cars, only 8 per cent considered speed violations important enough for exclusive attention. The response on timing devices was three out of 10. A little more than half the number who favored radar favored speed "governors" on cars.

It is of interest to note that the use of patrol cars for all violation detections was favored above other methods. This was particularly true of drivers with the longest driving experience. Also, drivers with most experience were less favorably inclined toward radar detection than the new drivers.

This was a multiple-answer question with 1 per cent of the questionnaires showing more than one answer checked.

**Which of the following methods do you feel does the least good in preventing of accidents?**

**Signs warning that speed is electrically timed .....46%**
**Use of radar or other timing devices..... 7%**
**Enforcement of all minor regulations.....18%**
**Police road patrol on a 24-hour day basis 5%**

**Spot checks for such violations as driving without a license, driving after license revocation, drunken driving and similar violations ..... 19%**

**No answer..... 5%**

This question involved voting against the method or procedure considered least effective for enforcement purposes.

Signs warning of radar or other timing devices were generally considered ineffective. Spot checks were not as favorably supported as would be desired.

Road patrol around-the-clock could be considered the most desirable on this negative voting basis, while radar ranked close behind.

Conclusions on the basis of these responses seem to indicate a support for direct, positive and hard-hitting methods. There is evidently a need for improvement in the manner of conducting spot checks and more public education on their potential value.

This was a multiple-answer question with 2 per cent of the questionnaires showing more than one reply.

## Comment

The replies to the questions included in this section are probably among the most interesting in the entire report. As stated earlier, these questions were designed to get public opinion on enforcement procedures generally with special emphasis on speed enforcement.

Responses to two of these questions show that spot checks are not as popular an enforcement method as might be desired. Yet the conclusion is inescapable, that because of the general reasonableness of the opinions expressed throughout the entire questionnaire, the motoring public does not fully appreciate that there is no substitute for this method of detecting and preventing some of our most serious violations. It would seem that an adequate public educational program on this point, followed by properly conducted spot checks—without undue inconvenience and delay—would gain public support for this activity.

On enforcement generally, only a handful of respondents felt there was "too much." But upon analysis, this opinion was found to be critical of enforcement "methods" rather than actual "quantity." Otherwise, enforcement opinion was about evenly divided between "not enough" and "OK as is" with votes of 45 and 50 per cent respectively.

In explanation of the "not enough" opinion, the majority indicated a need for greater selectivity with existing forces. One out of five drivers felt there was need for more police.

As to speed limits, the responses to the two questions concerning limits in built-up areas and on the open road were, with only a slight difference between the two, an endorsement of present limits by eight out of 10 drivers. Also, we find that seven out of 10 drivers want reasonable and proper speeds posted and enforced as posted. Only three out of 10 would prefer a tolerance allowed above the posted limit under safe conditions. These views are most interesting for a number of reasons.

First, it would appear that the motoring public believes that traffic now moves fast enough and would not like to see the tempo increased. This is a perfectly valid opinion and no thinking person would challenge it. However, what the public apparently does not know and understand is that it has been proven time and time again that the changing of a speed limit by posting a higher or lower limit than previously displayed on a given roadway has little or no effect on the over-all speed pattern. This is merely emphasized here to indicate that no paradox exists between the public's views on speed previously expressed in this report and the responses to the questions under discussion here.

The vote against a "tolerance" is also believed to be a further extension of the feeling against any increase in the over-all tempo of traffic as well as a public aversion to a condition wherein the average law-abiding driver does not know what signs to believe nor what to be sure of as far as speed limits are concerned.

A particular point of emphasis should be made on the use of signs warning that "speed is electrically timed or radar controlled." Public opinion was emphatically against the use of such signs. These signs have been and are misused and the public has lost confidence in them.

## Traffic-Violation Awareness of the Driver

Five questions in the questionnaire concerned the driver's awareness of violations which cause or contribute to accidents and his opinion of their relative importance. In addition to the further exploring of the driver's attitude toward regulations, the purpose of these questions was to determine any areas of needed public education.

**Which of the following faults describes most of the drivers you see on the road?**

**They drive too fast for road conditions.... 17%**

**There are too many slow-pokes..... 5%**

**They don't care enough about the other people who are driving..... 54%**

**They don't pay enough attention to the traffic laws..... 22%**

**No answer..... 2%**

This question was designed specifically to bring out public reaction to speed as a cause of accidents. The percentages show that fewer than one in five drivers are concerned with fast driving as an accident cause. The majority considers lack of consideration for other users of the road the principal fault of drivers and traffic violations of all types more important than speed as a basic consideration. In fact, lack of courtesy and consideration was considered more significant than law observance itself.

This was a multiple-answer question wherein seven per cent of the respondents checked more than one answer.

**What effect do you believe a safe driver has on other drivers on the road?**

**By good example, helps to make other drivers drive safely..... 58%**

**Causes other drivers to "take chances" on the road** ..... 4%
**No effect** ..... 29%
**Good—but slows traffic down too much** ... 2%
**I have no opinion** ..... 7%

The results of the answers to this question bring out two points on safe driving. The first is that about six in 10 people feel that good example on the road or conscientious observance of traffic regulations has a good effect on influencing the safe driving of others. On the other hand, about three in 10 feel that the safe driver does not have any effect on other drivers' road behavior.

The second point that might be inferred from the answers to this question is that only a handful of drivers feel that safe driving is necessarily slow driving.

**Of the following four traffic violations, which do you think is the most serious offense?**

**Not signaling for turns** ..... 7%
**Following other cars too closely** ..... 23%
**Going through a stop sign** ..... 39%
**Passing in a "no passing" zone** ..... 30%
**No answer** ..... 1%

**Of the following, which do you think is the most serious?**

**Double parking** ..... 26%
**Parking in a crosswalk** ..... 6%
**Parking on a bridge or in an underpass** ... 28%
**Parking on a hill without turning the wheels to the curb** ..... 36%
**No answer** ..... 4%

Both the foregoing questions concern more or less common violations, all of which contribute to unsafe roadway conditions in varying degrees.

These questions were primarily intended to emphasize violations or unsafe practices which normally are not brought to the attention of drivers.

The first was a multiple-answer question. The percentage of questionnaires checked more than once and not included was 6 per cent.

While there are no exactly right or wrong answers to the two questions, the results offer opportunities for a public educational program emphasizing the importance of these safe practices, or violations thereof, and showing the relative importance of each.

**Of the following, which do you consider to be the most important cause of serious accidents?**

**Driving when overtired** ..... 7%
**Driving while under the influence of alcohol** ..... 36%
**Not paying enough attention to the road** .. 17%
**"Highway hypnosis"—driving mile after mile without change** ..... 3%
**Lack of courtesy toward other drivers** ..... 20%
**Haste—due to lack of time** ..... 17%

The primary purpose of this question was to get public reaction specifically on the alcohol factor as an accident cause in relation to other factors frequently publicized as having a bearing on accidents. Nearly four out of 10 selected "alcohol" as the most important cause. It should be noted also that the question on "haste," which is directly related to "speed," received less than a two out of 10 response.

Apparently, there is a need for more publicity on the known facts of alcohol and accident occurrence as well as more research to supply additional factual public educational material.

Both the "under-20" group and the "over-50" group had a greater appreciation of the hazard of the alcohol factor than others.

This was a multiple-answer question with 7 per cent of the questions so marked. This pattern of answers followed the general pattern shown.

## Comment

The driving public in New Jersey thinks that lack of consideration for other drivers on the road is the leading driver fault. This is the opinion of more than half the respondents. Between one and two out of five believe that lack of traffic law observance is the principal fault while less than one in every five thinks that drivers generally drive too fast for conditions.

This is a most interesting and impressive group of reactions. Since there are no valid data to the contrary, this may very well offer a new approach to the traffic problem. It is certainly at variance with most concepts and procedures currently in vogue. Here is an opportunity to re-evaluate the current enforcement procedure in terms of a possible shift in emphasis.

While the "alcohol" factor was voted the most serious traffic violation, it would have been more gratifying if it had received this recognition by a wider margin. As stated previously, this subject needs more public educational attention as well as more research.

One question sought public opinion on the value of good driving example as a force for safety driving. Almost six out of 10 thought the "good example" of the safe drivers helps, while about three out of 10 felt it had no effect. This seems to be another area in which the public educational program might materially assist better law observance.

The questionnaire shows that the motoring public in New Jersey is violation conscious and has some definite opinions on the relative importance of various types of violations. This material should form the basis of discussion in developing a uniform, state-wide selective enforcement program and a supporting educational program to go with it.

# DRIVING ON SUPERHIGHWAYS

## THE HAZARDS

**Medial strips, dividers, interchanges and controlled access speed up driving routine but deepen some of the pitfalls.**

### SPEED

Superhighways aren't for sound barrier breakers or poking sight-seers, but for motorists who can drive faster sanely. At 60 m.p.h. driver zips off 88 feet per second—a rate demanding a degree of alertness beyond the call of regular highway duty. Stopping distances stretch, time to react to danger shrinks, disaster lurks in sudden stops or lane switching. And accidents are explosive. How to have safety and speed, too? Don't go too fast. Don't go too slow.

### FATIGUE

Sneak cases of freeway fatigue are caused by sustained speed, engine drone, tire hum, fixed staring and straitjacket inactivity, combined with usual driving strain. To overcome highway hypnosis, driver first must become aware of the sneak attack on his sensibilities, then know the ways to dispel it, particularly on long trips. The ways: change speed level every 15 to 20 minutes, play radio, talk to riders, rest every two hours or oftener (take a coffee break), keep eyes moving, open windows occasionally, check instruments, sing, chew gum.

### STOPPING

Stopping on super roads is super dangerous. If an emergency develops pull over to emergency lane or shoulder to handle it. If motor konks out use whatever momentum remains to coast clear of traffic flow. If there isn't enough momentum, sit tight, then get everyone out of car when traffic permits. Post flares, flags, flashlight or other warning device at least 400 feet to rear of car to warn approaching traffic. Standard freeway SOS: raise car hood, run up white handkerchief or cloth on radio antenna or tag it to left door handle. Wait for good samaritan or cruising state highway patrol car.

### DARKNESS

Night driving is always more hazardous—even for freewayers. A common but fatal mistake in the dark of the superhighway is overdriving car headlights. At 60 m.p.h it takes at least 366 feet or 23 car lengths to stop under good conditions. That's how far driver should be able to see ahead at that speed. Other tips: don't use parking lights when in motion; dim instrument lights to avoid inside glare; decrease speed by 10 m.p.h.; dim headlights for oncoming cars; and don't use oncoming headlights as road guides (widths of superhighway dividers vary).

### RAIN/SNOW

Until engineers start building expressways in plastic tubes they're just as susceptible to rain and snow as other highways. In fact they can be more dangerous because of increased car speeds.

### SPEED

What again? Yes indeed! It should be apparent by now that sensible speed is the key to safe superhighway driving. Superhighways were made for speed—but drivers must learn to use it carefully.



[Reprints of this fact sheet are available. See page 26.]

# DRIVING ON SUPERHIGHWAYS

# THE TECHNIQUE

**Once motorists are aware of the hazards, the habit of safe, comfortable, fast superhighway travel is easy to learn.**

**READY**

Driver and car are put to ultimate test at sustained superhighway speeds. Driver should check his own health and disposition before venturing onto freeway, then check gas, oil, tires, brakes, lights, motor, radiator, muffler, steering, fan belt, windshield wipers and defrosters and emergency warning equipment. And take that paraphernalia off the package shelf—it flies and hits hard in a sudden stop at 60 m.p.h. Last but not least—make sure where to get on and off the superhighway before starting out.

**SET**

It takes two to make a superhighway entrance. The driver entering and the driver already on the freeway. The entering driver should be certain he's using the proper entrance, keep to the right, increase speed in the acceleration lane so he can merge smoothly with the traffic flow. That takes good judgment and timing. The driver already on the super road should adjust his speed and help the other driver get on the freeway. That takes courtesy.

**GO**

Superhighway traffic is a family of drivers moving at a constant rate of speed, all trying to anticipate their fellow driver's next move. Going too fast or too slow wrecks the harmony. How can a driver tell if he's living up to freeway family standards? If the traffic is passing him he's going too slow; if he's passing the traffic he's traveling too fast. And he shouldn't be a bumper pusher—following too close is a cause of many multiple car collisions on freeways. A highway rule not safe enough for superhighways is one car length distance for every 10 m.p.h. Increase the distance.

**STRAIGHT**

Drivers shouldn't double cross each other by pulling a quick switch in lanes. Stay in one lane as much as possible, keep to right unless overtaking and passing (or unless multi-lane travel is involved).

**ALERT**

Be alert, check rear view mirror every few seconds and look far ahead—not just to next car. Watch out for rough patches that could tumble car from road at high speeds. Signal when passing, check mirror, glance over left shoulder to be sure all's clear. Having passed, don't cut in abruptly. Watch out for reduced speed zones and never stop unexpectedly unless absolutely necessary.

**EXIT**

It takes all kinds of interchanges to get drivers off freeways. That's why driver should keep a sharp eye for advance informational and directional signs. Driver should move to right hand lane far in advance of the deceleration lane, signal intention to turn and reduce speed when entering deceleration lane. Observe reduced speed limits on exit ramps. WHEN BACK IN NON-SUPERHIGHWAY WORLD, SLOW DOWN, WATCH OUT FOR PEDESTRIANS AND SIDE STREET TRAFFIC.

## Three National Groups

# LAUNCH SEAT BELT DRIVE

THREE national safety and health organizations are joining forces in a campaign to popularize the use of seat belts in passenger cars.

The campaign—conducted by the American Medical Association, the U. S. Public Health Service and the National Safety Council—is aimed at reducing deaths and injuries on the highway.

Theme of the campaign is: "It's smart to use seat belts."

The sponsoring organizations are inviting other agencies, groups and business organizations to support the campaign by promoting installation and use of seat belts in the cars of employees and members, and by encouraging their respective publics to use belts.

State officials and appropriate state units throughout the country will be urged to conduct coordinated seat belt campaigns on a state level and to encourage similar programs in local communities.

The three sponsoring organizations —none of which tests or approves any specific brand of seat belts—said drivers will be urged to install only belts that are manufactured and installed in accordance with recommendations of the Society of Automotive Engineers.

The campaign is being conducted in the belief that the seat belt offers a major possibility—in addition to existing accident prevention programs—for reducing injury and death to drivers.

The sponsors are not claiming that seat belts are an antidote for carelessness, or that their use alone can prevent traffic tragedy. They recommend seat belts as a practical way to minimize the tragic results of highway accidents and save life and limb—the fundamental goal of accident prevention.

Seat belt studies have been conducted by the major automobile manufacturers, Cornell's Aeronautical Laboratory and its Automotive Crash Injury Research unit, the Air Force Aero Medical Laboratory, the California and Indiana State Police and others.

In one study Cornell made a comparison of rural auto accidents in which the experience of those wearing seat belts at the time of an accident was compared with the experience of car occupants not wearing belts when involved in the same or closely similar accidents.

Here are the data on this study:
81 cars (with 139 occupants) without seat belts were compared to
81 cars (with 97 occupants) with seat belts.

The two groups were identical as to: type of accident, area of principal impact, direction of principal force, speed of impact, frequency of doors opening, number of cars per accident, make of case car, weight of case car, year of manufacture of case car, and seated area of occupants.

75.5% of those in the cars without seat belts suffered injury

29.9% of those in the cars with seat belts suffered injury.

Seat belts provided a 60% reduction in the risk of injury.

For some time the Society of Automotive Engineers has had a strong committee which has set standards for the belts and the installation of them. The American College of Surgeons, the American Medical Association and the National Safety Council passed resolutions favoring seat belts in 1955.

Hearings on the crash worthiness of automobile seat belts were held in 1957 by the Roberts Committee, a subcommittee of the Committee on Interstate and Foreign Commerce, House of Representatives, 85th Congress, and the subcommittee reported that a seat belt will greatly increase the individual passenger's safety.

SCHOOL SAFETY patrols patterned after the U. S. variety have been organized in Korea. Members of the 55th Military Police Company, working with Korean National Policemen, train the youthful school crossing guards and student traffic safety directors. When the training period is over, the youngsters receive white helmets, belts, gloves and identification cards at an installation ceremony.

# HOPE FOR THE BATTERED URBAN PEDESTRIAN

**by Jack Trimble**

**The pedestrian problem is a big throbbing headache in most cities. More than half of those killed in traffic are walkers. Although there is a cure for this mayhem, the battered pedestrians and most city officials are too scared or too busy to go see the doctor. But people of many cities have. Here spokesmen from four of them—Tacoma, Wash.; Rochester, N. Y.; Berkeley, Calif., and Lakewood, O., describe treatment. But first, a prologue. . .**

"YOU just can't get there from here."

That's the usual reaction when field men from the National Safety Council, the American Automobile Association or other national groups working in this field ask a city police official, judge or civic leader why the pedestrians in his city behave like Texas Longhorns when they come to a roadway, or why their pedestrian death rate is so high, or why they haven't been able to put some pedestrian enforcement or education to work in the city. It goes like this:

**Lament:** "Well, it's a mean tough job, I don't know . . ."

Sure it is, but it can be done. More and more cities are getting improved pedestrian enforcement and education every year. It shows in their fatality records.

**Lament:** "Our citizens won't like it, won't hold still for it. They're too independent."

They aren't very independent trussed up in a hospital bed. They'll accept your program if you have the right kind of pedestrian ordinance and back it up with good education, enforcement and court treatment.

**Lament:** "Well, one thing's sure, our police won't buy it. They won't make jaywalking arrests. They don't want to take abuse from the public for such minor offenses. Things are tough enough."

A good pedestrian program strengthens your whole enforcement layout. Your pedestrian education program must begin with your police, and granted, they can be tough to sell.

**Lament:** "It'll cost money. We're strapped now."

It doesn't cost too much when the costs of deaths and injuries involving pedestrians are examined. As the AAA Foundation for Traffic Safety points out in its new manual, "Planned Pedestrian Program" published in March of last year, the average dollar loss in pedestrian accidents is heavier than in non-pedestrian accidents—about $700 per pedestrian injury accident. National losses from pedestrian injuries alone run in the neighborhood of 90 million. For an eye-opener, figure out your losses last year based on these figures. These direct costs of pedestrian accidents need much wider publicizing. You *can* get money!

**Lament:** "It'll take years."

One to get a start, two at the most, providing you work. And it's a year in, year out proposition.

**Lament:** "We tried it out a number of years ago and it flopped."

You goofed. Your educational program was directed to the pedestrian only, not to the driver as well. Same with your enforcement. You failed to use accident records to discover your high accident locations, so you concentrated on the central business district where no one had been killed for years. You neglected to develop a program and special materials for the very young and very old, the two most vulnerable age groups. You failed to sell the newspapers on the program, and when one of your policemen got into an altercation with an 85 year old woman who looked sweet in the newspaper photo, but had the disposition of a wolverine and the language of a mule skinner, they blasted your program. The mayor and chief of police hit the panic button and the police now keep at least 10 feet from all pedestrians.

**Lament:** "Be honest now, do you think pedestrians will ever learn to wait at the curb, cross on green, look both ways, and stop jaywalking?"

No program is perfect, but we've barely scratched the surface in this area of control. Those who travel from city to city are aware of the differences in walker behavior. Where a good pedestrian program of enforcement, education and engineering has been in force, most walkers watch lights and keep alert. In these cities violators stand out like a sore thumb and are generally out of towners who haven't got the word. Drivers respect pedestrian rights. But where pedestrian control is "Let alone because it is too big for us," the citizen charges around the streets as he pleases. He develops walking habits that one day may kill him, and by example, teaches generation after generation of the town's offspring to do the same. It's a bum rap for the small fry.

**Lament:** "Well, after all, it's not much of a problem with us. We only killed eight last year, most of them old folks we just can't do much about."

It is always a problem. You need constant training in your school system, a continuing program to reach the aged, and a constant flow of publicity and other educational materials.

**Lament:** "Are other cities actually making arrests, or do they just hand out warnings?"

Most of them use warning notices during the initial educational phase of the program and then switch to citations requiring payment of small "inconvenience" fines or attendance at pedestrian violators' schools.

**Lament:** "Well, wish we could do it, but I don't know. . ."

You *can* do it. Here's how other cities have succeeded.

## LAKEWOOD

Chief of Police F. E. Stephens of Lakewood reports that creating awareness of the need for a pedestrian control program, and gaining public acceptance, support and cooperation required for it, is one of the most difficult jobs in traffic control work.

His city is a Cleveland suburb of 70,000 population through which large volumes of traffic flow each day. In 1956 he realized his department had to do something about pedestrians.

A study of the situation revealed the same type of resistance voiced as set forth in the prologue. The primary need was to sell the idea to everyone, beginning within his own department, and spreading to city officials and all areas of the public.

"We recognized we had to get through to the very young and very old pedestrian, had to destroy apathy and reduce public antagonism to such a project by showing results, and somehow raise money to keep the program going," he said.

In preparing for the program, their first concern was getting needed publicity and backing of support groups. The newly formed Lakewood Safety Council gave them every possible aid, as did *The Lakewood Post*. They began telling people why pedestrian control was needed and preparing them for the enforcement phase that would follow.

**AN ACTION PROGRAM FEATURE**

During the preliminary educational work they asked for help and cooperation. Schools cooperated by sending home bulletins with students telling parents about the program. The police department's speaker unit stepped up its contact with all major organizations, telling them about the project and enlisting their help. Safety Council members enlisted help from PTA units, service clubs, business associations, schools, and Golden Age clubs.

As "kick-off" time approached, police department personnel were given special training at roll call sessions covering educational and enforcement policy matters. A small card warning pedestrians that "younger citizens saw you when you jay-walked . . . they imitate and learn from older citizens," was prepared by the Lakewood Safety Council and distributed by the Lakewood Senior Safety Patrol, the C-D Auxiliary Police Unit, cab companies and the Cleveland Transit System operating through Lakewood.

"We had an ordinance calling for a fine on conviction of jay-walking, and reached agreement with the court to permit those arrested to pay a waiver of $1.00 up until 48 hours before the case was called in court," Chief Stephens said. "This served the purpose of the ordinance by requiring the arrested jay-walker to inconvenience himself to pay the fine, a combination of enforcement and education."

Juveniles were a special problem

**PEDESTRIAN ENFORCEMENT RECORDS — 1957**

| CITY | POPULATION | PEDESTRIAN CONVICTIONS | ENFORCEMENT RATE* |
|---|---|---|---|
| Lakewood, Ohio | 70,500 | 689 | 1,319 |
| Tacoma, Wash. | 157,500 | 1,435 | 1,100 |
| Rochester, N. Y. | 349,200 | 7,197 | 1,469 |
| Berkeley, Calif. | 118,000 | 1,471 | 1,414 |

***Per 100 pedestrian deaths and injuries***

because their cases had to be handled by Juvenile Court which was a county agency. A simple mimeographed violation notice was prepared and carried by officers. These were turned in to the department's Juvenile Bureau where they were checked for previous violations. Letters went to parents for first offenses, asking that they talk to their offspring about the hazards, and subsequent offenses were given to the Juvenile Court for handling. Very few cases have gone to this court.

"We found our police cruiser public address system effective in reaching pedestrians at hazardous intersections. We believe much of our success has been in the effectiveness of our educational program coupled with a logical enforcement policy," Chief Stephens said. "We have tried to reduce pedestrian accidents, which we have done, and not to pile up an imposing score of pedestrian arrests."

Last year the Lakewood program was reviewed and new elements added. The Kiwanis club underwrote the cost of publishing a leaflet entitled "Parents—Your Child's Life Is at Stake" which was sent home to parents. It was developed by the board of education, pre-school PTA, and the police department.

In the fall the pre-school PTA and police department initiated a project designed to reach the very young. Using model traffic lights, mock intersections and flash cards, the under six year olds were brought together in classes of 15 to 20 and instructed in safe street crossings. Parents attended so they could continue the instruction at home.

"Gradually over the two years our city has become more pedestrian safety conscious as our record shows," Chief Stephens said, "It is a continuing program with us."

### TACOMA

Chief of Police Roy D. Kerr reports that Tacoma has been conducting its safety campaign for pedestrians since World War II.

"In 1945, just at the close of the war, we recorded 44 traffic deaths, 32 of which were pedestrians. That's when we decided to do something about the problem, one of many faced by a community bordered on two sides by large military installations and their consequent transient traffic," Chief Kerr said.

**TACOMA's program reduced pedestrian deaths from 32 in 1945 to only 3 in 1957. Walkers watch lights, cross on green.**

"But after a year's effort to make Tacoma's pedestrians traffic safety conscious we were able to declare a dividend. In 1946 only nine pedestrians died on our streets," he said. "And in 1957, we approached what we consider near perfection, with only three pedestrians killed."

What has been accomplished did not come easy, Chief Kerr reports. There are two large military installations and Tacoma's weather is on the dark side, with frequent fog and rain. Vehicle registration has increased 128.1 per cent since 1940, and the population is up 43.9 per cent. Also, the city's downtown area is hilly which encourages jaywalking delinquencies.

"When we went to work on our traffic problem in 1946, the City Council enacted a pedestrian ordinance which we consider realistic, practical and workable," Chief Kerr said. Its three main provisions are:

1. No pedestrian, while in a business district or on an arterial street shall cross a roadway any place other than in a designated crosswalk.

2. The approaching vehicle shall yield right-of-way to a pedestrian within the crosswalk when the pedestrian is upon the half of the roadway upon which the vehicle is traveling.

3. The pedestrian must yield right-of-way in residential areas when crossing a roadway other than within the confines of a crosswalk.

"The entire police department enforces the ordinances," Chief Kerr said. "We also established a school for pedestrian violators, allowing them to attend the class rather than ante up $5.00, the going rate for the offense," he said. "In addition, we carry on a continuous program of public education in the downtown area with the aid of public address systems in accident cars and through officer contact with the public."

Tacoma's continuing program, supported by the public and unhampered by public pressure, is paying off.

"In recent years we feel we have truly reaped a harvest of life," Chief Kerr said. "In 1954, 17 people were killed in traffic, eight of whom were pedestrians. In 1955, the total was 16, of whom five were walkers. In 1956, the figures were 15 and five, and in 1957, 15 and three."

Chief Kerr credited the Tacoma-Pierce County Safety Council with much of the success of the program.

"Working under the handicap of using only volunteer personnel, and with little financial backing, this group

became a dynamic force in generating public support for the enforcement program," he said.

Another landmark in the pedestrian program was formation of a traffic engineering section, under the Department of Public Works, in 1951.

"The traffic engineer made a comprehensive study of the pedestrian problem in 1951 and submitted this report to the City Council the following year. This study and the public support effort for its provisions, which was directed by both city officials and public spirited citizens, led to the approval of a 1.5 million dollar street lighting bond issue which was passed in 1954."

Chief Kerr says Tacoma's program is successful because:

1. We recognized the problem early in the game and formed a firm determination to do something about it.

2. The public and the city officials cooperated fully in all of our proposals.

3. We developed our own tools in the form of better pedestrian laws, increased public information, and increased enforcement.

4. We convinced our taxpayers that the program was not so much a matter of restriction as a means of greater safety and convenience.

5. We were fortunate to receive the whole-hearted support of the public and civic agencies which tended to make the program a community one rather than a police effort alone.

6. We succeeded in maintaining effective liaison and coordination between our department and the various public and civic agencies.

7. Lastly, we think that keeping our program fresh through constant re-evaluation keeps interest and participation from flagging.

### ROCHESTER

In Rochester, N. Y., strangers are often amazed by the way walkers voluntarily observe pedestrian laws. They often ask: "How come these guys stand on the curb and wait for the light when there ain't no cars comin'?"

William H. Keeler, director of the Rochester Safety Council, says the success of their program, which often leaves visitors open mouthed, is due to a number of factors:

- City has enjoyed many years of traffic safety education, engineering and enforcement work which began back in 1918 with the help of the National Safety Council which was only a few years old at the time.
- Traffic safety has been included in the curriculum of the Rochester public schools since 1914.
- Police officers have been assigned full time to public and parochial schools as safety instructors since 1931.
- Adoption of a model pedestrian ordinance in February of 1954
- A "tough" enforcement program directed toward speeding and other hazardous violations has been in operation since January 20, 1951. This program was ordered by Kenneth C. Townson, Commissioner of Public Safety, and is vigorously carried out by the Police Bureau. There were 8,214 speeding arrests in 1957.

Although Rochester's program is good, Keeler does not believe for one moment that it is perfect, or that they have solved all of their pedestrian problems.

When a Rochester pedestrian jaywalks he is given a pedestrian violation ticket and must appear at the safety education division of the Police Bureau on either Wednesday or Saturday morning to attend a one-hour lecture given by personnel of the bureau. The violator is shown slides, charts, graphs and is given educational materials to take home. Failure to attend the school can lead to trouble and inconvenience—a fine not exceeding $150, or imprisonment not exceeding 150 days, or both such fine and imprisonment, or by a penalty of not less than $5.00 or more than $500 to be recovered by the city in civil action.

"The police are doing a good enforcement job with our pedestrians," Keeler said. "In 1954, when the ordinance was adopted, our police issued 1,296 pedestrian tickets. In 1955 they tagged 1,620, and in 1956 the number jumped to 5,696. During 1957, 7,197 walkers were issued citations. The total was much lower in 1958, only 3,446 during the first eleven months, because the education and enforcement program is keeping our walkers on their toes."

Rochester motorists, speeders in particular, are learning to respect pedestrian rights along with all traffic laws. A driver improvement course was established in February of 1957. Traffic violators appear at the traffic division of the City Court. If they plead guilty they have the option of paying a $25 fine for a court offense, or attending the driver improvement course. This

*To Page 47*

**ROCHESTER's pedestrian violators' school convenes each Wednesday and Saturday morning. Since March, 1954, nearly 20,000 violators have attended classes. Inspector Albert O. Daniels, assisted by Harvey Kusse, shows class a photo of fatal pedestrian accident.**

# BOOSTERS

USE THESE AIDS . . .

## COME WITH ME, JOSEPHINE,

## IN MY FREEWAY MACHINE

Don't, Josephine! That's no freeway machine! But if you can't resist the mustachioed dandy with the antique car—take along the "Driving on Superhighways" fact sheet on page 19.

If you survive that ordeal and next time can't resist one of the current drag race kings—better take along another fact sheet.

If you survive again and are lucky enough to get a "super" highway date with a good steady guy—marry him! Just think how much good can be done with our very hip and very inexpensive fact sheets. We can't guarantee husbands with every order, but we can promise good, down-to-earth advice on traffic safety subjects at a cost within the reach of all.

Here they are—just as they've been appearing in TRAFFIC SAFETY in the last few months:

**Light Up Your Traffic Hazards (329.96-1)**
**Boat Trailers (329.96-2)**
**Driver Improvement Schools (329.96-3)**
**Traffic Law Uniformity (329.96-4)**
**Use of Turn Signals (329.96-5)**
**Holiday Hazards (329.96-6)**
**Your Responsibility in an Auto Accident (329.96-7)**
**The Driver with a License to Kill (329.96-8)**
**Drinking and Driving (329.96-9)**
**Vote for Driver Education [Driver Education in High School] (329.96-10)**
**Stopping Distances (329.96-11)**
**How to Park Your Car (329.96-12)**
**Driving on Superhighways (329.96-13)**

For samples see back issues of TRAFFIC SAFETY where fact sheets are appearing. Order by title and stock no., e.g. Boat Trailers (329.96-2). NSC reprint prices: pkgs. of 50, $3.90; 100, $5.35; 500, $15.00. Subject to 10 per cent member discount.

# Step Up Pedestrian Programs with:

## FILMS

**Traffic Action Program**—Series of nine 16 mm films sponsored by President's Committee for Traffic Safety.

**Alias the Killer** (13 min. B&W sound) introduces series, shows need for organized citizen support to get balanced program. **The No. 1 Lifesaving Challenge in America Today** (17 min. color sound) shows how communities have cut traffic toll in past 30 years. Write to The President's Committee for Traffic Safety, General Services Bldg., Washington 25, D. C.

**Lakewood Learns to Live**—Shows how to prepare for action in reducing pedestrian accidents. (16 mm 13 min. color and B&W TV/OK rental free from AAA, 1712 G. St., N.W., Washington 6, D. C. or local AAA Clubs.)

**Peter and the Whiffle Hound**—Pre-school and primary grade children learn safe walking habits from animated cartoon characters. (16 mm sound 10 min. color free loan from Liberty Mutual Insurance Co., 175 Berkeley St., Boston 17, Mass.)

**Foot Faults**—For careless pedestrian. (16 mm sound 11 min. B&W rental from The Princeton Film Center, Inc., Princeton, N. J.)

## NSC AIDS

**Smart Headwork for Lifesaving Footwork**—Quiz booklet for pedestrians, 16 pages, 4 colors.

**Safety Education Data Sheets**—Two-to-six pages, practical safety information for school-age children. Order by title and stock number. Pedestrian Safety (429.04-10), Sidewalk Vehicles (429.04-17), Winter Walking (429.04-58).

**Pedestrian Warning Signs**—Four-color warning strips for posting on traffic and street-light poles at crosswalks. Weather-resistant, easy-to-apply adhesive backing, 5½x 11 inches. Write for imprinting information, include stock number. Two styles: Wait for the Walk (393.03-1) and Wait for the Green (393.03-2).

**MATS**—Traffic safety mats on various themes are available, free up to ten; additional ones—ten cents each.

# MATERIALS

## Good Drivers Drive Safe Cars

This is a good time for drivers to check their cars and prepare for the heavy use many motorists put their cars to during the summer months.

NSC has a two-color leaflet that reminds the public that "Good Drivers Drive *Safe* Cars" and outlines the 10 safety-check points to inspect.

A safety-check program can be especially effective not only in raising the level of mechanical condition for the cars in your community, but as a participating safety program for the public. Getting individuals to "do something" about safety is a good way to alert them more to safety the year round.

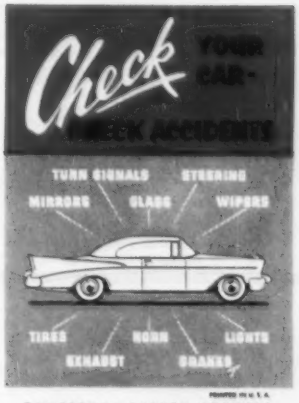
Stock No. 391.50.

Sold in packages of 100 only. Price per pkg.: 1-9 pkgs., $2.50; 10-49 pkgs., $2.00; 50-99 pkgs., $1.80; 100-199 pkgs., $1.60; 200-999 pkgs., $1.40; 1,000-1,999 pkgs., $1.20; 2,000 or more pkgs., $1.00 per pkg.

**TRAFFIC POSTERS FOR MAY POSTING**

© NATIONAL SAFETY COUNCIL

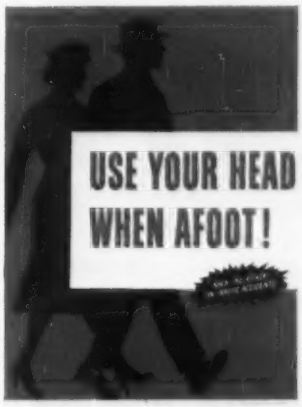
**T-1010-C 25"x38"**
**T-1011-A 8½"x11½"**




© NATIONAL SAFETY COUNCIL

**T-1012-B 17"x23"**

**T-0652-C 25"x38"**
**T-0653-A 8½"x11½"**




© NATIONAL SAFETY COUNCIL

**T-1171-B 17"x23"**

**PRICES FOR ABOVE POSTERS**

| Traffic Posters—T-prefix to number | 1-9 | 10-99 | 100-999 | 1000-1999* |
|---|---|---|---|---|
| A Size | $0.15 | $0.092 | $0.063 | $0.052 |
| B Size | .25 | .18 | .15 | .12 |
| C Size | .35 | .27 | .22 | .20 |

YOUR CREDIT LINE can be imprinted at time of the press run on Traffic B and C posters only. Orders for imprints on May posters above must be received by March 15, 1959.
plate of $21.00 for C poster imprint and $12.50 for B poster imprint.
*Write for prices on quantities of 5,000 or more or for special rates on annual poster orders.

**PRICES SHOWN ARE SUBJECT TO A DISCOUNT OF 10% TO NATIONAL SAFETY COUNCIL MEMBERS**

# FLEET POSTERS

**POSTER PRICES**

*Posters illustrated on these pages are included in the automatic Motor Transportation poster services. Automatic poster sets are available on yearly subscription that provides (4) subjects per month viz. (2) "A" size (8½"x11½")and (2) "B" size (17"x23"). Automatic service is provided in the following categories:*

| | | |
|---|---|---|
| City Truck | City Bus | Annual price 1-4 sets, $8.85 per set; |
| Intercity Truck | Intercity Bus | 5-49 sets, $7.45 per set; 50 or more |
| Sales Truck | Taxicab | sets, $5.95 per set. |
| Truck Terminal | Bus Terminal | |

Posters are available for individual selection at the following prices:

| | 1-9 | 10-99 | 100-999 | 1000-4999* |
|---|---|---|---|---|
| A size, any selection | .15 | .092 | .063 | .052 |
| B size, any selection | .30 | .22 | .185 | .15 |

All prices shown are subject to a 10% discount to National Safety Council Members.
*Write for prices on quantities of 5,000 or more.

PRINTED IN U.S.A.
©NATIONAL SAFETY COUNCIL

**V-1559-B** **17x23**

PRINTED IN U.S.A.
©NATIONAL SAFETY COUNCIL

**1083-A** **8½x11½**

A newly-wed worker named Plinger
Wore a ring so girls wouldn't linger
But it caught in a machine
Now the ring can't be seen
And neither can Plinger's ring finger!

PRINTED IN U.S.A.
©NATIONAL SAFETY COUNCIL

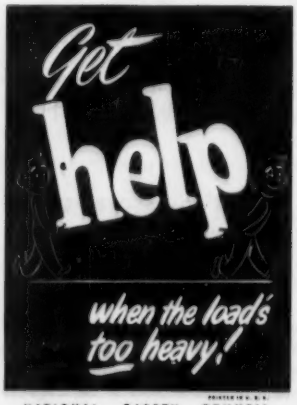
**1250-A** **8½x11½**

PRINTED IN U.S.A.
©NATIONAL SAFETY COUNCIL

**1351-A** **8½x11½**

PRINTED IN U.S.A.
©NATIONAL SAFETY COUNCIL

**0860-A** **8½x11½**




PRINTED IN U.S.A.
NATIONAL SAFETY COUNCIL

**0337-B** **17x23**

PRINTED IN U.S.A.
©NATIONAL SAFETY COUNCIL

**1146-B** **17x23**

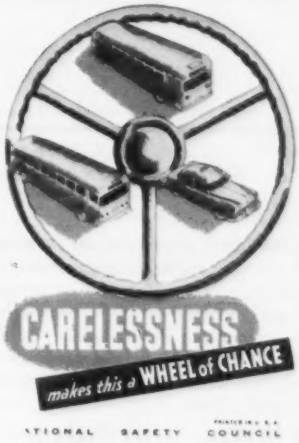
V-1558-A 8½x11½

V-1557-A 8½x11½

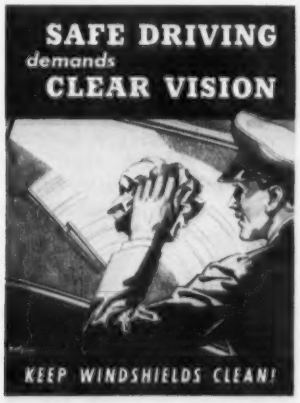
V-9882-B 17x23

V-8561-A 8½x11½

V-0802-A 8½x11½

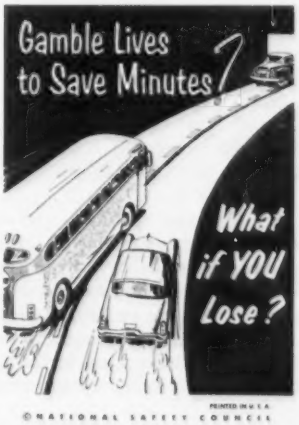



V-9576-B 17x23




V-9206-A 8½x11½

V-0578-A 8½x11½




V-0965-A 8½x11½

## First Principle of Driver Screening—

# GET THE WHOLE PICTURE

**Psychological tests are a supplement to human judgment—not a substitute for it. Used this way, they do a fine job.**

**by Leon Brody**

What has psychological research over the past three decades shown regarding the characteristics of people who get involved in traffic and industrial accidents? How do they differ from other people? Knowing that, we will know what to measure for in the selection process.

With regard to accident repeaters, first of all, they do not seem to know less, have less skill, poorer reaction time, or significantly worse vision than other people. Rather they seem to stand out in these respects: They are apt to be aggressive and intolerant of others. They tend to resent authority. They are inclined to have an exaggerated opinion of their importance and their abilities. They are likely to be lacking in responsibility. And often they act impulsively, on the spur of the moment.

These behavior patterns probably stem from some basic fault in the individual's personality, often going back to early childhood experiences.

However, the big problem confronting safety workers does not concern the seriously maladjusted individuals who become accident repeaters. Although they have more than their proportionate share of accidents, there is considerable evidence that the great majority of accidents involve so-called average persons. Of the underlying factors in accidents involving average persons, the following appear to be most significant: (1) response to emotional stress; (2) an inadequate sense of personal and social responsibility—*undesirable attitudes,* if you will.

What about emotional conditions? These may be the result of problems which concern the job, family, finances, or health. They may be long-lasting or quite temporary. Even if the problems are of short duration, the individuals concerned are apt to become preoccupied, less alert to environmental hazards, less able to utilize effectively the knowledge, skills, and judgment which we have previously developed. Perhaps even more important, such a condition may well affect unfavorably our second factor—the sense of personal and social responsibility for safety, that vague thing we call safety attitudes.

To be more specific here, such attitudes, or predispositions to safe behavior, involve beliefs or understandings that accidents are not accidental; that they are for the most part personally caused; that they are therefore preventable; that we are obligated morally and socially to prevent accidents to ourselves and to others; and that personal problems and emotional stress must not be permitted to interfere with this obligation.

The fact of the matter is that we cannot properly separate safety attitudes from emotional adjustment. They are too interrelated. We must deal with the whole man—*a person of many facets but one dominant personality subject to many possible influences.*

That explains why we find that workers with accident histories also tend to be guilty of violations of company procedures, to have frequent unexcused absences from work, to report "ill" more often than other workers. Accident involvement is just *one* symptom of their "whole" condition.

Unfortunately, these are not the sorts of things that have been emphasized in the operator selection programs of bus, streetcar, and commercial fleets. Even more unfortunately, these are the areas in which, for the most part, adequate tests simply do not yet exist—or are not used properly. As a matter of fact, one authoritative

Leon Brody is director of research, Center for Safety Education, New York University.

group has made the flat statement that no tests yet devised could measure two of the three ingredients of superior performance: character and motivation.

But let me say emphatically that our hands are not tied.

To put it in the very apt words of an associate of mine at New York University, Dr. Wallace Gobetz:

". . . phychological tests have for too long been regarded as a kind of philosopher's stone, capable of transmuting the base metal of crude appraisal procedures into the gold of near-perfect personnel selection. Sometimes tests go wrong—a potential company president is screened out and a weak sister filters through—and the critics howl in mordant exultation. *But psychological tests were never intended to be a substitute for human judgment,* any more than serological tests and X-rays are expected to supplant the clinical insights of the physician.

### Raise Batting Average

"Viewed as a tool—as a means to an end rather than an end in themselves—psychological tests can be an invaluable supplement to such existing personnel appraisal procedures as the application blank, the interview, the medical examination, and the checking of transcripts and references. If, without tests, the personnel man is able to select only 30 potentially successful (employees) out of every 100 hired while, and if, with the addition of tests to his screening methods, he can raise his batting average to .400 (40 successful out of every 100 employed), he has, in effect, increased the efficiency of his selection procedure by 33 1/3 per cent, despite the fact that he is still wrong 60 per cent of the time."[1]

After all, Ted Williams makes out 60 per cent of his times at bat, yet he is one of the best even in baseball.

In general, the aim of any screening procedure should be the acceptance of a maximum number of potentially satisfactory employees and the rejection of a maximum number of potential misfits or unfits.

What does this mean in dollars and cents? Suppose we lose some good prospects but eliminate more bad risks? Well, training costs are higher than many a management realizes. One estimate, for example, says it costs $700 to train a mechanic's helper. Often these training costs go unrecognized because they are hidden in operating costs, but hiding them does not eliminate them. In the example cited the use of tests would mean a savings of $7,000 in training costs alone.

And you know what other costs might subsequently arise during the course of employment of an inferior man. How much more could be saved, then, if a well-rounded selection program were used! In such a program I cannot overemphasize the importance of the competent interview procedure. And incidentally, since this is a relatively costly element in hiring, tests might well be given as *pre*-interview screening devices.

This may be an appropriate place to point out that aptitude measurement is not limited to hiring of bus operators and other hourly paid workers. For example, one industrial survey has shown that 31 per cent of larger companies and 20 per cent of smaller companies use tests for supervisory selection of all kinds, ranging from tests of supervisory judgment and mechanical comprehension to interest and personality inventories. And often, if not usually, such tests are supplemented by reviews of experience, management ratings, credit checks, evaluation during training, etc. The same goes for employment of top executives. Here, since their decisions may affect the entire operation, much time and money are warranted to obtain the *most* reliable evidence concerning a candidate's qualifications for the job.

### Valuable at Extremes

Now I know that you would like me to name specific tests that will be helpful to you at various operating levels. But that would be dangerous. Here are two important reasons:

1. Tests which work well for some companies may not work well for others, even in the same business. Variations in job definitions, labor market conditions, wage scales, management philosophy—all have a bearing.

2. Then there are some very promising tests of personality, emotional adjustment, etc. for which we have as yet only norms derived from testing college graduates and other groups that are generally *unlike* the population you have to deal with. Norms, or standards, must be relevant to the group with which you are concerned.

Any test is helpful or harmful only as it is properly used or misused. The above items illustrate two major possibilities. Another resides in the fact that test predictions are most accurately made at the extremes—the most likely and the least likely, or the clearly eligible and the clearly ineligible may most readily be spotted. But using a test score to precisely rank a man between the extremes is very tempting—and very dangerous.

### Summing Up

To wrap this up, the following observations seem in order:

- Aptitude measurement is something not to be considered by itself. It is an integral part of the whole management picture, including recruitment, selection, training, and supervision. The parts hang together. If only one is good, what good are the others? A unified program is essential.

- The program of aptitude measurement must be company tailor-made to do a particular job. Each company's policies, problems, and experiences must be taken into account. Then established principles of selection—and there are such principles—can be applied. *Save money. Don't test primarily for the sake of testing.*

- Periodically review and update your program. You have to find out how you have been doing. And to do this, of course, you need good records—records not only of all accidents, but also of near-accidents, violations of company policy, absenteeism, quality of performance, etc.

- Finally, if you are inclined to subscribe to what I have said so briefly, you will probably agree that at least in the establishment of an aptitude measurement program and in its periodic evaluation, competent psychological assistance is desirable, if not essential. With practical operating experience and judgment to guide it, the program will pay dividends.

[1] *How To Use Psychological Tests To Improve Selection Procedures,* by Wallace Gobetz, in: *Prentice-Hall President's Guide,* Paragraph 3035, published by Prentice-Hall, Englewood Cliffs, New Jersey, 1958.

# REINDEER RIDE ROYALLY

FOURTEEN reindeer near the Eskimo village of Kotzebue, Alaska, got greetings from fellow Alaskans last December. "We want you," the greetings went, echoing Uncle Sam's enlistment poster. And like any red-blooded American the reindeer were off to serve their country and visit the commander-in-chief.

As Alaska's gift to her new sister states, the wide-eyed inductees showed up smartly Dec. 23 at the Pageant of Peace in President's Park south of the White House, rated a well done in a presidential review and nimbly paraded back to their permanent barracks at the Washington Zoo, showing that Alaskan reindeer can do anything Prancer and Dancer can do—and then some.

But the good show wouldn't have been possible without the VIP treatment the reindeer got from the moment they left the Alaskan tundra. They were shipped out by Air National Guard plane to Seward, proceeded to Seattle, Wash. by Alaska Steamship Co. freighter and then boarded special cattle trucks of the Consolidated Freightways, Inc. They finished their 5,100 mile trip to the nation's capitol pampered with antibiotics and tranquilizers and stationed in special stalls where they could stand or lie down.

At a stopover (above picture) in Chicago's Lincoln Park Zoo, reigning reindeer gets to sample some stateside snow along with his dinner hay. Helping out: two veteran NSC award winning transport operators, Norman B. Haglund of Mt. Horeb, Wis. and Allen C. Sagerhorn of Lombard, Ill. Standing: Wilson Persinger, president of Wilson Trailer Co., Sioux City, Iowa, and Max Jensen, vice president of Consolidated.

## Dick Bennett Heads NCMFST

Richard O. Bennett of the National Association of Automotive Mutual Insurance Cos., Chicago, has been elected chairman of the National Committee for Motor Fleet Supervisor Training.

Bennett succeeds W. L. Robinson, of the American Automobile Association, Washington, D. C., in the post. He stepped up to the chairmanship from the post of vice chairman. William J. Simon of the National Highway Users Conference is the new vice chairman.

Mr. Bennett has been actively associated with traffic safety management for a quarter of a century. He is a charter member of the NCMFST, a member of the Traffic and Transportation Conference of the National Safety Council, a member of the Highway Standards Board of the American Standards Association, and a member of the executive committee on meetings of the President's Committee for Traffic Safety.

Amos E. Neyhart of the Institute of Public Safety, Penn State University was re-elected secretary of the NCMFST.

## Yale Fellowships For Traffic Engineers

The Bureau of Highway Traffic at Yale University has announced the availability of fellowships for the 1959-60 academic year to be awarded to qualified graduate engineers who are citizens of the United States and would like to enter the profession of traffic engineering as a career.

The fellowships cover a full academic year of graduate study, starting in September, 1959, and terminating the following May. They provide a living stipend of $1,400 disbursed at the rate of $175 per month for a period of eight months, while a student is enrolled. The fellowships also provide the tuition of $800, which amounts to a total value of $2,200 for each fellowship. The fellowships are made available to the bureau through grants from the Automotive Safety Foundation, the Esso Safety Foundation, the Liberty Mutual Insurance Co., and The James S. Kemper Foundation.

## Sigalert

*From Page 11*

pointed out that Las Vegas and Yuma are stations on the teletype network operated by the Department of Justice, State of California, and that inclusion would help highway patrols in all three states.

What's the future of the voice triggered by the red button? Its boosters say it's here to stay and hope it will spread—station by station and then state by state.

Here are the points they advance in its favor. It doesn't cost the taxpayers a dime. Radio stations foot the bill for the Sigalert receiver in the interest of public service and listener drawing power. It's also less expensive than a system of land wires. And in a general disaster there would not be much chance of "knocking out" the circuit because it relies on radio and bulletins are broadcast from radio stations at scattered points with their own sources of emergency power. Los Angeles County now operates all its air raid sirens with Sigalert signals

### Gives Facts Only

Hohmann also sees Sigalert as a great rumor stopper. "The commercial radio stations merely rebroadcast," he says. "They neither rewrite, edit nor comment. This is an important feature because in a great emergency it precludes the initiation of rumors or exaggerated versions of the situation."

But the system has its drawbacks and Hohmann himself lists them. Some emergencies develop at times of the day when few people are listening to their radios. In addition some radio stations would hesitate too long before putting the Sigalert bulletin on the air. But the present 16-station hook-up isn't remiss in this regard.

"We have only begun to use Sigalert," Hohmann says. Ultimately he sees a small Sigalert receiver in every policeman's home and later a small battery-powered Sigalert receiver in every household and car. In time of war, Hohmann says, a military commander could push the red button, simultaneously alerting every plane, ship and military post in the free world.

## TRAFFIC TRAINING COURSES

### April, May and June, 1959

**April 2-3**—Eastern Region In-Service Conference for Graduates of the TPA Training Program and their Chiefs—Pittsburgh, Pa.

**April 6-10**—Motor Fleet Supervisor—University of Washington, Seattle, Wash. Contact: Fred H. Rhodes, Jr.

**April 6-10**—Motor Fleet Supervisor—University of Maryland, College Park, Md. Contact: Richard H. Stottler.

**April 6-May 1**—Motor Vehicle and Traffic Safety for the Army—Northwestern University Traffic Institute, Evanston, Ill.

**April 20-24**—Trainers of Commercial Drivers—Ontario Safety League, Toronto, Canada. Contact: Frank C. DeVenne.

**April 20-May 8**—Traffic Law Enforcement — Administration and Techniques — Northwestern University Traffic Institute, Evanston, Ill.

**April 27-May 1**—Motor Fleet Maintenance—Pennsylvania State University, University Park, Pa. Contact: Amos E. Neyhart.

**April 30-May 1**—North Central Region In-Service Conference for Graduates of the TPA Training Program and their Chiefs—South Bend, Ind.

**May 11-15**—Motor Fleet Supervisor—Northeastern University, Boston, Mass. Contact: Albert E. Everett.

**May 11-29**—Traffic Control—Devices and Methods—Northwestern University Traffic Institute, Evanston, Ill.

**May 11-29**—Motor Vehicle Traffic Control for the Air Force—Northwestern University Traffic Institute, Evanston, Ill.

**June 1-12**—Accident Investigation—Administration and Techniques—Gonzaga University, Spokane, Wash.

**June 4-5**—South Central Region In-Service Conference for Graduates of the TPA Training Program and their Chiefs—Austin, Tex.

**June 15-26**—Police Traffic Training Course (Subject to be announced by special circulars)—Northeastern University, Boston, Mass.

**June 22-26**—Motor Fleet Supervisor—Northwestern University Traffic Institute, Evanston, Illinois. Contact: Glenn Carmichael.

## Truckers Save By Using Freeway

The substantial operating and maintenance savings and other benefits that accrue to trucking firms using the New York State Thruway have been demonstrated again during special tests conducted recently by a major motor carrier.

John Vogel, Inc., of Albany found that its tractor-trailer units reduced the number of full stops 73 per cent, brake applications 61.9 per cent and gear shifts 55 per cent by using the Thruway instead of parallel highways on a round-trip between Albany and Maspeth, L. I.

The field tests also showed that Vogel's trucks consumed 12 per cent less fuel; recorded a savings of 18.9 per cent per mile in fuel consumption, and cut their traveling time between their two terminals by 20.9 per cent, despite the fact that the round trip over the Thruway was 14.5 miles longer than over parallel highways.

The test runs were arranged by the Thruway Authority at the request of Vogel officials. Representatives of the trucking company and the Authority supervised each trip.

# THE POINT SYSTEM IN OPERATION

## (Book Review)

*Driver Improvement—The Point System.* Published by American Association of Motor Vehicle Administrators, 912 Barr Building, Washington 6, D. C., 1958, 217 pages, $3.00.

After the first point system for driver improvement was introduced by the state of Connecticut in 1947, it caught the attention of officials and public alike as a good administrative device for identifying and dealing with the problem driver. Other states soon followed with their own point systems.

Today, 26 American States and Canadian Provinces are using the point system in one form or another, and it is under consideration in several other states for possible adoption in the future.

At this stage of the system's utilization, there developed an apparent need for a comprehensive review of the point system in operation. To give factual answers to such questions as:

1. What is the point system?
2. What is it accomplishing?
3. How does it work?
4. What are its advantages over the non-point systems?
5. What is its legal status?
6. What are the important considerations when setting up a point system?

With financial aid from the Esso Foundation, the American Association of Motor Vehicle Administrators and the Institute of Government at the University of North Carolina, recently joined forces in the production of a book which gives the answers—*Driver Improvement—The Point System.* The book is now available from the AAMVA.

A glance at the table of contents indicates the broad scope and thoroughness with which the writers attacked the subject. Over 50 jurisdictions in the United States and Canada provided information.

The persons and organizations responsible for this book are to be congratulated for the fine product turned out. It should be a most valuable contribution to the driver improvement field. This is one facet of the whole driver control program where much remains to be done if we are to make driver licensing and control the valuable traffic safety aid it needs to be.

—*Daniel G. Reynolds,* Director, Traffic Operations Division, NSC


Parents Want, demand
A WELL EQUIPPED
Safety Patrol

*That's where we can help . . .*

- Graubard's Equipment is nationally known as the school safety patrol equipment "That Promotes Safety." It does this by fulfilling both of the conditions essential to a really effective Safety Patrol.
- First, it gives each patrol member a definite sense of responsibility and a pride in doing his job well.
- Second, being "Standard Equipment" it is recognized by school children and motorists alike, assuring their respect and cooperation.

Take the time to check your safety patrol today! Look over the many "standard" Safety Patrol Equipment items listed below and be sure your patrol members are properly uniformed and ready to perform the vital task of protecting your children, in all kinds of weather! . . .

Belts
Caps, Helmets
Badges
Arm Brassards
Emblems
Raincoats
Capes
Caution Flags
Merit Awards
Boots & Overshoes
Corporal Digbys
Trafficones
School Warning Signs
Traffic Control Signs

GRAUBARD'S
"America's Largest Safety Patrol Outfitters"

Note New Address
236 High Street
Newark 2, N. J.

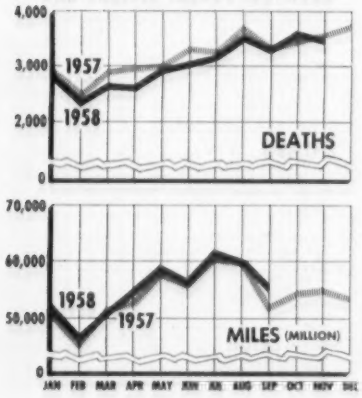
Circle Item No. 3—Reader Service Card

*From Page 4*

The three leading cities in each population group at the end of 11 months, ranked according to the number of deaths per 10,000 registered vehicles, were:

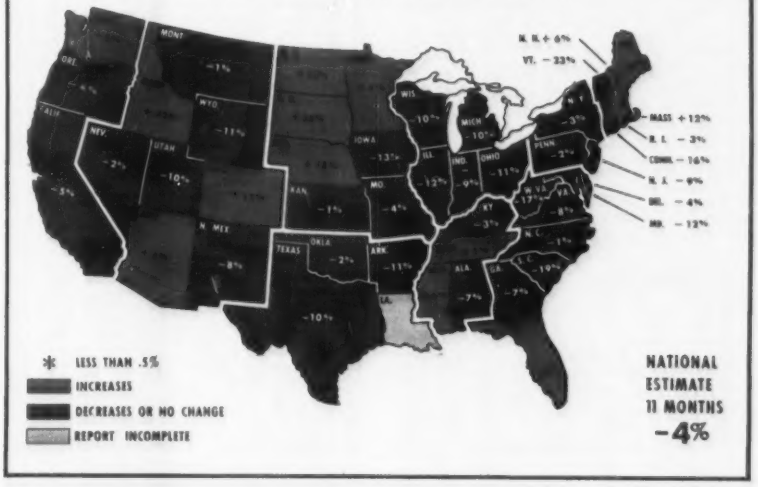
| | Reg. Rate |
|---|---|
| **Over 1,000,000 Population** | |
| Detroit, Mich. | 2.2 |
| Chicago, Ill. | 2.9 |
| Philadelphia, Pa. | 3.1 |
| **750,000-1,000,000 Population** | |
| St. Louis, Mo. | 2.3 |
| San Francisco, Calif. | 2.5 |
| Washington, D. C. | 2.7 |
| **500,000-750,000 Population** | |
| Milwaukee, Wis. | 1.4 |
| Minneapolis, Minn. | 2.0 |
| Houston, Tex. | 2.2 |
| **350,000-500,000 Population** | |
| Indianapolis, Ind. | 1.3 |
| Denver, Colo. | 1.9 |
| Portland, Ore. | 1.9 |
| **200,000-350,000 Population** | |
| Wichita, Kan | 1.0 |
| Flint, Mich. | 1.1 |
| Grand Rapids, Mich. | 1.3 |
| **100,000-200,000 Population** | |
| Amarillo, Tex. | 0.4 |
| Bridgeport, Conn. | 0.7 |
| Hartford, Conn. | 0.8 |
| **50,000-100,000 Population** | |
| Orlando, Fla. | 0.0 |
| Bethlehem, Pa. | 0.0 |
| Elmira, N. Y. | 0.0 |
| **25,000-50,000 Population** | |
| Boise, Idaho | 0.0 |
| Birmingham, Mich. | 0.0 |
| Palo Alto, Calif. | 0.0 |
| **10,000-25,000 Population** | |
| Kingsport, Tenn. | 0.0 |
| Victoria, Tex. | 0.0 |
| Klamath Falls, Ore. | 0.0 |

**MONTHLY MOTOR VEHICLE DEATHS AND TRAFFIC TRENDS 1957-1958**




● **STATE and city death records listed on these pages are reported to the Council by state and city agencies participating in the Council's accident reporting project. Reporting deadline for cities is the 23rd of the following month —for states, the 25th.**

**CHANGES IN MOTOR-VEHICLE DEATHS FIRST 11 MONTHS, 1957 TO 1958**




**MOTOR VEHICLE DEATHS AND DEATH RATES 1956, 1957 and 1958**

| Month | 1956 | 1957 | 1958 | 1956-58 Change | 1957-58 Change |
|---|---|---|---|---|---|
| January | 2,954 | 2,880 | 2,760 | — 7% | — 4% |
| February | 2,652 | 2,480 | 2,330 | —12% | — 6% |
| March | 2,940 | 2,890 | 2,630 | —11% | — 9% |
| April | 2,970 | 2,950 | 2,600 | —12% | —12% |
| May | 3,094 | 3,000 | 2,910 | — 6% | — 3% |
| June | 3,338 | 3,310 | 3,010 | —10% | — 9% |
| July | 3,555 | 3,240 | 3,140 | —12% | — 3% |
| August | 3,535 | 3,690 | 3,500 | — 1% | — 5% |
| September | 3,653 | 3,330 | 3,300 | —10% | — 1% |
| October | 3,476 | 3,450 | 3,590 | + 3% | + 4% |
| November | 3,603 | 3,570 | 3,460 | — 4% | — 3% |
| Eleven Months | 35,770 | 34,790 | 33,230 | — 7% | — 4% |
| December | 3,858 | 3,710 | | | |
| Total | 39,628 | 38,500 | | | |

All 1956 figures are from the National Office of Vital Statistics.

All other figures are National Safety Council estimates. The 1958 national estimate is arrived at by assuming that the percentage change from 1957 to 1958 in the states reporting for both years reflects the 1957-1958 change in the entire country. First reports are preliminary, so revisions are made from time to time as later reports are received for the various months. Thus, figures above for 1958 may differ slightly from figures for the same months which will be published in future issues of TRAFFIC SAFETY.

# TRAFFIC DEATHS—CITY RECORDS

The table covers only motor-vehicle deaths resulting from traffic accidents that occurred in the city. Nontraffic motor-vehicle deaths (where the accident occurred on home or work premises) are not included, nor are deaths in the city from accidents occurring outside.

Rankings are based on the 1958 registration death rate which is the number of deaths per 10,000 registered motor vehicles on an annual basis. Vehicle registration figures are for the year 1957 and were supplied by R. L. Polk & Company.

Cities are ranked by death rates—from low to high. When two or more cities have exactly the same rate, ranking is by total vehicle registrations—from large to small.

Cities shown in heavy type have improved in 1958 compared with 1957.

The population death rate is the number of deaths per 100,000 population on an annual basis. Populations are as of April, 1950, or later censuses taken by the U. S. Bureau of the Census.

| | Eleven Months 1958 | 1957 | 1956 | 1958 Reg. Rate | 1958 Pop. Rate |
|---|---|---|---|---|---|
| ALL REPORTING CITIES | | | | 2.0 | 8.3 |
| **Group I (1,000,000 and over)** | | | | | |
| 1. Detroit, Mich. | 135 | 165 | 173 | 2.2 | 7.6 |
| All cities in this group | | | | 2.8 | 8.0 |
| 2. Chicago, Ill. | 272 | 284 | 307 | 2.9 | 7.9 |
| 3. Philadelphia, Pa. | 141 | 146 | 158 | 3.1 | 7.4 |
| 4. Baltimore, Md. | 97 | 99 | 106 | 3.4 | 10.2 |
| **Group II (750,000 to 1,000,000)** | | | | | |
| 1. St. Louis, Mo. | 65 | 68 | 87 | 2.3 | 8.0 |
| 2. San Francisco, Calif. | 66 | 75 | 77 | 2.5 | 9.3 |
| All cities in this group | | | | 2.6 | 8.7 |
| 3. Washington, D. C. | 55 | 55 | 49 | 2.7 | 7.3 |
| 4. Cleveland, Ohio | 85 | 107 | 94 | 3.0 | 10.0 |
| **Group III (500,000 to 750,000)** | | | | | |
| 1. Milwaukee, Wis. | 33 | 39 | 66 | 1.4 | 5.1 |
| 2. Minneapolis, Minn. | 38 | 42 | 38 | 2.0 | 7.9 |
| 3. Houston, Tex. | 75 | 84 | 64 | 2.2 | 11.5 |
| 4. Seattle, Wash. | 60 | 42 | 57 | 2.4 | 11.4 |
| 5. Dallas, Tex. | 61 | 60 | 46 | 2.4 | 11.5 |
| 6. Boston, Mass. | 40 | 50 | 63 | 2.5 | 6.0 |
| All cities in this group | | | | 2.7 | 10.0 |
| 7. Cincinnati, Ohio | 55 | 58 | 44 | 2.9 | 10.1 |
| 8. Buffalo, N. Y. | 54 | 49 | 49 | 3.1 | 9.8 |
| 9. Pittsburgh, Pa. | 64 | 48 | 50 | 3.5 | 10.3 |
| 10. New Orleans, La. | 64 | 64 | 58 | 4.0 | 11.6 |
| 11. San Diego, Calif. | 78 | 62 | 56 | 4.9 | 17.0 |
| **Group IV (350,000 to 500,000)** | | | | | |
| 1. Indianapolis, Ind. | 28 | 34 | 41 | 1.3 | 6.6 |
| 2. Denver, Colo. | 37 | 31 | 32 | 1.9 | 8.5 |
| 3. Portland, Ore. | 37 | 40 | 36 | 1.9 | 9.8 |
| 4. Memphis, Tenn. | 28 | 29 | 34 | 2.2 | 6.3 |
| 5. Kansas City, Mo. | 32 | 29 | 34 | 2.2 | 7.6 |
| All cities in this group | | | | 2.4 | 9.8 |
| 6. San Antonio, Tex. | 48 | 52 | 53 | 2.6 | 11.5 |
| 7. Columbus, Ohio | 43 | 46 | 36 | 2.6 | 9.9 |
| 8. Oakland, Calif. | 38 | 48 | 47 | 2.8 | 10.8 |
| 9. Birmingham, Ala. | 35 | 37 | 43 | 3.2 | 10.6 |
| 10. Louisville, Ky. | 47 | 33 | 54 | 3.2 | 13.0 |
| 11. Atlanta, Ga. | 62 | 66 | 52 | 3.8 | 13.8 |
| **Group V (200,000 to 350,000)** | | | | | |
| 1. Wichita, Kan. | 13 | 14 | 13 | 1.0 | 6.3 |
| 2. Flint, Mich. | 11 | 14 | 19 | 1.1 | 5.6 |
| 3. Grand Rapids, Mich. | 14 | 16 | 20 | 1.3 | 7.2 |
| 4. Toledo, Ohio | 20 | 28 | 21 | 1.4 | 6.4 |
| 5. Syracuse, N. Y. | 12 | 11 | 12 | 1.5 | 6.1 |
| 6. Rochester, N. Y. | 20 | 22 | 11 | 1.6 | 6.2 |
| 7. Providence, R. I. | 14 | 16 | 12 | 1.7 | 6.1 |
| 8. Oklahoma City, Okla. | 23 | 19 | 15 | 1.7 | 8.8 |
| 9. Miami, Fla. | 37 | 32 | 32 | 1.8 | 15.6 |
| 10. Dayton, Ohio | 23 | 24 | 24 | 1.8 | 8.4 |
| 11. Fort Worth, Tex. | 31 | 30 | 49 | 2.0 | 10.2 |
| 12. Omaha, Neb. | 21 | 24 | 25 | 2.0 | 8.2 |
| 13. St. Paul, Minn. | 27 | 31 | 23 | 2.1 | 9.4 |
| All cities in this group | | | | 2.1 | 9.5 |
| 14. Norfolk, Va. | 18 | 8 | 15 | 2.2 | 6.7 |
| 15. Worcester, Mass. | 12 | 10 | 15 | 2.2 | 6.5 |
| 16. Richmond, Va. | 25 | 20 | 33 | 2.4 | 11.5 |
| 17. Tampa, Fla. | 28 | 24 | 30 | 2.6 | 11.3 |
| 18. Long Beach, Calif. | 33 | 52 | 33 | 2.7 | 10.7 |
| 19. Akron, Ohio | 38 | 49 | 36 | 3.3 | 13.5 |
| 20. Jacksonville, Fla. | 34 | 18 | 17 | 4.4 | 14.8 |
| 21. El Paso, Tex. | 42 | 26 | 34 | 6.4 | 18.3 |
| **Group VI (100,000 to 200,000)** | | | | | |
| 1. Amarillo, Tex. | 2 | 8 | 10 | 0.4 | 2.2 |
| 2. Bridgeport, Conn. | 4 | 14 | 10 | 0.7 | 2.6 |
| 3. Hartford, Conn. | 4 | 3 | 8 | 0.8 | 2.3 |
| 4. Yonkers, N. Y. | 4 | 5 | 8 | 0.8 | 2.4 |
| 5. Erie, Pa. | 5 | 16 | 9 | 0.9 | 4.0 |
| 6. Fresno, Calif. | 8 | 14 | 8 | 0.9 | 7.1 |
| 7. Fort Wayne, Ind. | 7 | 10 | 11 | 1.0 | 5.2 |
| 8. Kansas City, Kan. | 6 | 10 | 6 | 1.0 | 5.1 |
| 9. Montgomery, Ala. | 5 | 2 | 6 | 1.0 | 4.7 |
| 10. Canton, Ohio | 6 | 13 | 12 | 1.0 | 5.3 |
| 11. Saginaw, Mich. | 5 | 12 | 11 | 1.0 | 5.0 |
| 12. Evansville, Ind. | 6 | 11 | 11 | 1.0 | 5.9 |
| 13. Savannah, Ga. | 5 | 13 | 10 | 1.1 | 4.2 |
| 14. Lincoln, Neb. | 5 | 3 | 9 | 1.1 | 4.6 |
| 15. Arlington, Va. | 6 | 7 | 10 | 1.1 | 4.1 |
| 16. Austin, Tex. | 7 | 10 | 12 | 1.1 | 4.7 |
| 17. Lansing, Mich. | 6 | 7 | 5 | 1.2 | 5.9 |
| 18. Peoria, Ill. | 6 | 8 | 5 | 1.2 | 5.7 |
| 19. Berkeley, Calif. | 5 | 5 | 12 | 1.2 | 4.6 |
| 20. Shreveport, La. | 8 | 11 | 18 | 1.2 | 5.6 |
| 21. Glendale, Calif. | 6 | 11 | 13 | 1.2 | 5.7 |
| 22. Waterbury, Conn. | 4 | 4 | 6 | 1.2 | 5.8 |
| 23. New Haven, Conn. | 6 | 10 | 9 | 1.3 | 5.9 |
| 24. Madison, Wis. | 6 | 5 | 7 | 1.3 | 5.9 |
| 25. Sacramento, Calif. | 12 | 11 | 20 | 1.4 | 8.3 |
| 26. Wilmington, Del. | 8 | 6 | 4 | 1.4 | 7.9 |
| 27. Allentown, Pa. | 6 | 7 | 7 | 1.4 | 5.9 |
| 28. Jackson, Miss. | 7 | 7 | 10 | 1.4 | 6.5 |
| 29. Rockford, Ill. | 9 | 10 | 6 | 1.5 | 8.2 |
| 30. Waco, Tex. | 6 | 9 | 11 | 1.5 | 6.5 |
| 31. Knoxville, Tenn. | 8 | 7 | 8 | 1.5 | 7.0 |
| 32. South Bend, Ind. | 9 | 9 | 10 | 1.5 | 7.5 |
| 33. Utica, N. Y. | 5 | 7 | 1 | 1.6 | 5.1 |
| 34. Trenton, N. J. | 8 | 7 | 7 | 1.6 | 6.8 |
| 35. Youngstown, Ohio | 12 | 19 | 23 | 1.6 | 7.1 |
| 36. Tacoma, Wash. | 12 | 14 | 11 | 1.7 | 8.3 |
| All cities in this group | | | | 1.7 | 7.8 |
| 37. Lubbock, Tex. | 8 | 5 | 5 | 1.8 | 8.5 |
| 38. Phoenix, Ariz. | 26 | 17 | 23 | 1.8 | 17.7 |
| 39. Niagara Falls, N. Y. | 6 | 4 | 18 | 1.8 | 6.5 |
| 40. Pasadena, Calif. | 11 | 20 | 14 | 1.9 | 10.5 |
| 41. Salt Lake City, Utah | 17 | 13 | 21 | 1.9 | 9.7 |
| 42. Des Moines, Iowa | 16 | 14 | 7 | 2.0 | 9.5 |
| 43. Reading, Pa. | 8 | 10 | 2 | 2.0 | 7.6 |
| 44. Roanoke, Va. | 8 | 9 | 3 | 2.1 | 8.6 |
| 45. Little Rock, Ark. | 10 | 10 | 15 | 2.1 | 10.2 |
| 46. Gary, Ind. | 14 | 16 | 23 | 2.1 | 8.8 |
| 47. Nashville, Tenn. | 21 | 13 | 25 | 2.3 | 13.1 |
| 48. Baton Rouge, La. | 15 | 8 | 9 | 2.4 | 11.4 |
| 49. Albuquerque, N. M. | 18 | 16 | 7 | 2.6 | 11.5 |
| 50. San Jose, Calif. | 22 | 19 | 26 | 2.7 | 18.8 |
| 51. Corpus Christi, Tex. | 17 | 13 | 18 | 2.7 | 12.8 |
| 52. Elizabeth, N. J. | 9 | 13 | 12 | 2.7 | 8.4 |
| 53. Mobile, Ala. | 20 | 20 | 23 | 3.4 | 12.6 |
| 54. Chattanooga, Tenn. | 20 | 15 | 22 | 3.8 | 16.7 |
| 55. Newport News, Va. | 13 | 13 | 9 | 4.2 | 13.6 |
| 56. Duluth, Minn. | 18 | 14 | 9 | 4.5 | 18.6 |
| 57. Hammond, Ind. | 17 | 19 | 13 | 5.0 | 17.1 |
| **Group VII (50,000 to 100,000)** | | | | | |
| 1. Orlando, Fla. | 0 | 4 | 5 | 0.0 | 0.0 |
| 2. Bethlehem, Pa. | 0 | 9 | 11 | 0.0 | 0.0 |
| 3. Elmira, N. Y. | 0 | 2 | 3 | 0.0 | 0.0 |
| 4. Dubuque, Iowa | 0 | 2 | 2 | 0.0 | 0.0 |
| 5. Bloomfield, N. J. | 0 | 4 | 2 | 0.0 | 0.0 |
| 6. Santa Ana, Calif. | 1 | 10 | 6 | 0.2 | 1.6 |
| 7. Royal Oak, Mich. | 1 | 6 | 5 | 0.3 | 1.5 |
| 8. Columbia, S. C. | 2 | 11 | 7 | 0.5 | 2.3 |
| 9. Pueblo, Colo. | 2 | 6 | 2 | 0.5 | 2.6 |
| 10. Macon, Ga. | 2 | 7 | 4 | 0.5 | 3.1 |
| 11. Alameda, Calif. | 1 | 1 | 1 | 0.5 | 1.5 |
| 12. Jackson, Mich. | 2 | 4 | 5 | 0.6 | 3.6 |
| 13. Battle Creek, Mich. | 2 | 6 | 1 | 0.6 | 4.0 |
| 14. Lancaster, Pa. | 2 | 4 | 4 | 0.6 | 3.2 |
| 15. Racine, Wis. | 2 | 1 | 4 | 0.6 | 2.7 |
| 16. Meriden, Conn. | 1 | 6 | 5 | 0.6 | 2.1 |
| 17. Woonsocket, R. I. | 1 | 4 | 2 | 0.6 | 2.2 |
| 18. Davenport, Iowa | 2 | 5 | 8 | 0.7 | 2.7 |
| 19. Abilene, Tex. | 2 | 2 | 2 | 0.7 | 3.6 |
| 20. Alexandria, Va. | 3 | 7 | 6 | 0.7 | 3.8 |
| 21. St. Joseph, Mo. | 2 | 2 | 4 | 0.7 | 2.8 |
| 22. Mount Vernon, N.Y. | 2 | 2 | 2 | 0.8 | 2.9 |
| 23. Kenosha, Wis. | 2 | 1 | 3 | 0.8 | 3.4 |
| 24. Pawtucket, R. I. | 2 | 1 | 5 | 0.8 | 2.5 |
| 25. Springfield, Mo. | 3 | 9 | 3 | 0.8 | 4.1 |
| 26. Kalamazoo, Mich. | 4 | 6 | 8 | 0.9 | 5.8 |
| 27. Pensacola, Fla. | 4 | 1 | 4 | 0.9 | 8.5 |
| 28. Tucson, Ariz. | 7 | 13 | 12 | 0.9 | 10.9 |
| 29. Muskegon, Mich. | 3 | 6 | 3 | 0.9 | 5.7 |
| 30. Binghamton, N. Y. | 3 | 6 | 3 | 0.9 | 4.0 |
| 31. New Rochelle, N. Y. | 2 | 1 | 4 | 0.9 | 3.0 |
| 32. Schenectady, N. Y. | 4 | 4 | 2 | 0.9 | 4.7 |
| 33. Waukegan, Ill. | 2 | 2 | 5 | 0.9 | 4.3 |
| 34. Muncie, Ind. | 3 | 3 | 8 | 0.9 | 5.0 |
| 35. Johnstown, Pa. | 3 | 6 | 2 | 0.9 | 5.1 |
| 36. Parma, Ohio | 2 | 4 | 4 | 1.0 | 3.1 |
| 37. Fort Lauderdale, Fla. | 6 | 4 | 8 | 1.0 | 10.4 |
| 38. Colorado Spgs., Colo. | 4 | 4 | 5 | 1.0 | 7.0 |
| 39. Anderson, Ind. | 3 | 3 | 3 | 1.0 | 6.5 |
| 40. Warren, Ohio | 3 | 5 | 8 | 1.0 | 5.2 |
| 41. Lexington, Ky. | 4 | 3 | 4 | 1.1 | 6.5 |
| 42. Aurora, Ill. | 3 | 5 | 0 | 1.1 | 5.7 |
| 43. Manchester, N. H. | 3 | 3 | 7 | 1.1 | 3.7 |
| 44. Tuscaloosa, Ala. | 2 | 2 | 4 | 1.1 | 3.8 |
| 45. Cedar Rapids, Iowa | 4 | 5 | 4 | 1.2 | 5.5 |
| 46. Lynn, Mass. | 3 | 0 | 2 | 1.2 | 3.3 |
| 47. Asheville, N. C. | 3 | 7 | 3 | 1.2 | 6.2 |
| 48. Sioux Falls, S. D. | 3 | 7 | 3 | 1.2 | 5.5 |
| 49. Ann Arbor, Mich. | 3 | 0 | 3 | 1.2 | 6.0 |
| 50. Lwr. Merion Twp., Pa. | 2 | 3 | 3 | 1.2 | 3.8 |
| 51. Passaic, N. J. | 2 | 4 | 3 | 1.2 | 3.8 |
| 52. Terre Haute, Ind. | 4 | 3 | 11 | 1.2 | 6.0 |
| 53. West Hartford, Conn. | 2 | 1 | 4 | 1.2 | 3.7 |
| 54. St. Clair Shores, Mich. | 3 | 1 | 5 | 1.3 | 5.2 |
| 55. Raleigh, N. C. | 6 | 3 | 4 | 1.3 | 9.3 |
| 56. Covington, Ky. | 3 | 7 | 7 | 1.3 | 5.1 |
| 57. Springfield, Ill. | 6 | 2 | 3 | 1.3 | 8.0 |
| 58. Greenville, S. C. | 5 | 3 | 6 | 1.4 | 8.4 |
| 59. Riverside, Calif. | 5 | 13 | 15 | 1.4 | 7.2 |
| 60. Greenwich, Conn. | 2 | 9 | 4 | 1.4 | 4.2 |
| 61. Oak Park, Ill. | 3 | 3 | 10 | 1.4 | 5.3 |
| 62. Stamford, Conn. | 4 | 5 | 4 | 1.5 | 5.0 |
| 63. W. Palm Beach, Fla. | 5 | 3 | 10 | 1.5 | 10.7 |
| 64. Hamilton, Ohio | 5 | 3 | 4 | 1.5 | 7.6 |
| 65. Portsmouth, Va. | 4 | 4 | 4 | 1.5 | 5.1 |
| 66. San Mateo, Calif. | 4 | 3 | 8 | 1.5 | 6.6 |
| 67. Huntington, W. Va. | 5 | 7 | 14 | 1.5 | 6.3 |
| 68. Richmond, Calif. | 4 | 4 | 10 | 1.6 | 4.4 |
| 69. Beaumont, Tex. | 7 | 12 | 7 | 1.6 | 8.1 |
| 70. Medford, Mass. | 3 | 4 | 6 | 1.6 | 5.0 |
| 71. Springfield, Ohio | 6 | 4 | 3 | 1.6 | 7.5 |
| All cities in this group | | | | 1.6 | 7.6 |
| 72. East Orange, N. J. | 4 | 8 | 8 | 1.7 | 5.1 |
| 73. Pittsfield, Mass. | 3 | 2 | 2 | 1.7 | 5.9 |
| 74. Lake Charles, La. | 5 | 4 | 5 | 1.7 | 9.8 |
| 75. Augusta, Ga. | 5 | 2 | 7 | 1.8 | 7.3 |
| 76. Reno, Nev. | 5 | 2 | 1 | 1.8 | 10.4 |
| 77. Burbank, Calif. | 8 | 5 | 3 | 1.8 | 9.6 |
| 78. Lincoln Park, Mich. | 3 | 7 | 5 | 1.9 | 6.0 |
| 79. Berwyn, Ill. | 4 | 2 | 1 | 1.9 | 8.3 |
| 80. Waltham, Mass. | 3 | 3 | 5 | 2.0 | 6.5 |
| 81. Lorain, Ohio | 5 | 5 | 5 | 2.0 | 9.0 |
| 82. Council Bluffs, Iowa | 4 | 1 | 4 | 2.1 | 8.2 |
| 83. Columbus, Ga. | 7 | 3 | 2 | 2.1 | 8.5 |
| 84. Green Bay, Wis. | 6 | 5 | 7 | 2.1 | 11.9 |
| 85. New Britain, Conn. | 5 | 2 | 1 | 2.1 | 6.3 |
| 86. Winston-Salem, N.C. | 10 | 12 | 6 | 2.1 | 12.0 |
| 87. Newton, Mass. | 7 | 7 | 4 | 2.1 | 8.8 |
| 88. Topeka, Kan. | 10 | 7 | 5 | 2.1 | 13.2 |
| 89. Wichita Falls, Tex. | 7 | 4 | 5 | 2.1 | 8.4 |
| 90. Lakewood, Ohio | 5 | 2 | 4 | 2.1 | 8.2 |
| 91. Charleston, S. C. | 4 | 2 | 4 | 2.2 | 6.2 |
| 92. Charleston, W. Va. | 9 | 1 | 2 | 2.2 | 13.4 |
| 93. Fullerton, Calif. | 4 | 6 | 10 | 2.3 | 8.6 |
| 94. Stockton, Calif. | 13 | 21 | 11 | 2.3 | 18.6 |
| 95. Santa Barbara, Calif. | 7 | 2 | 2 | 2.3 | 13.7 |
| 96. Ogden, Utah | 7 | 5 | 3 | 2.3 | 11.7 |
| 97. Wilkes-Barre, Pa. | 6 | 3 | 2 | 2.3 | 8.5 |
| 98. Sioux City, Iowa | 7 | 8 | 11 | 2.4 | 8.6 |
| 99. San Leandro, Calif. | 6 | 5 | 2 | 2.4 | 10.2 |
| 100. Hayward, Calif. | 8 | 5 | 6 | 2.4 | 15.9 |
| 101. Waterloo, Iowa | 7 | 5 | 4 | 2.5 | 10.9 |
| 102. East Chicago, Ind. | 4 | 6 | 7 | 2.5 | 7.5 |
| 103. Joliet, Ill. | 9 | 6 | 9 | 2.6 | 16.2 |
| 104. Durham, N. C. | 8 | 5 | 5 | 2.6 | 12.2 |
| 105. Euclid, Ohio | 5 | 3 | 5 | 2.7 | 8.9 |
| 106. Miami Beach, Fla. | 8 | 7 | 4 | 2.8 | 17.1 |
| 107. West Allis, Wis. | 5 | 3 | 3 | 2.8 | 8.7 |
| 108. Wheeling, W. Va. | 6 | 8 | 4 | 2.8 | 11.1 |
| 109. Portland, Maine | 7 | 6 | 12 | 2.8 | 9.5 |

| | Eleven Months 1958 | 1957 | 1956 | 1958 Reg. Rate | 1958 Pop. Rate |
|---|---|---|---|---|---|
| 110. Gadsden, Ala. | 4 | 4 | 4 | 2.8 | 6.8 |
| 111. Pontiac, Mich. | 14 | 3 | 6 | 2.8 | 18.3 |
| **112. Santa Monica, Calif.** | **8** | **11** | **9** | **2.9** | **11.4** |
| 113. Pomona, Calif. | 8 | 6 | 3 | 3.1 | 14.1 |
| 114. Decatur, Ill. | 12 | 6 | 7 | 3.1 | 16.6 |
| **115. Compton, Calif.** | **10** | **11** | **5** | **3.1** | **17.1** |
| 116. San Bernardino, Calif. | 16 | 14 | 14 | 3.3 | 21.0 |
| 117. Brookline, Mass. | 6 | 3 | 3 | 3.7 | 11.5 |
| 118. Greensboro, N. C. | 17 | 11 | 4 | 3.9 | 22.8 |
| 119. Brockton, Mass. | 9 | 5 | 2 | 4.4 | 15.7 |
| **120. Norwalk, Conn.** | **6** | **11** | **6** | **4.6** | **10.7** |
| **121. Fort Smith, Ark.** | **10** | **11** | **6** | **4.9** | **18.2** |
| 122. Lynchburg, Va. | 9 | 5 | 3 | 5.0 | 18.5 |
| 123. Hampton, Va. | 15 | 11 | 12 | 6.7 | 20.4 |
| 124. Atlantic City, N. J. | 10 | 6 | 11 | 8.7 | 17.7 |
| 125. Warren, Mich. | 6 | 6 | 6 | 12.8 | 10.3 |

Group VIII (25,000 to 50,000)

| | | | | | |
|---|---|---|---|---|---|
| **1. Boise, Idaho** | **0** | **1** | **5** | **0.0** | **0.0** |
| **2. Birmingham, Mich.** | **0** | **3** | **0** | **0.0** | **0.0** |
| **3. Palo Alto, Calif.** | **0** | **3** | **5** | **0.0** | **0.0** |
| **4. Kettering, Ohio** | **0** | **5** | **3** | **0.0** | **0.0** |
| **5. Sheboygan, Wis.** | **0** | **3** | **3** | **0.0** | **0.0** |
| **6. Pine Bluff, Ark.** | **0** | **12** | **2** | **0.0** | **0.0** |
| 7. Bloomington, Ind. | 0 | 0 | 0 | 0.0 | 0.0 |
| **8. South Euclid, Ohio** | **0** | **1** | **1** | **0.0** | **0.0** |
| **9. Arlington, Mass.** | **0** | **1** | **2** | **0.0** | **0.0** |
| **10. Mishawaka, Ind.** | **0** | **4** | **2** | **0.0** | **0.0** |
| 11. Rome, N. Y. | 0 | 0 | 1 | 0.0 | 0.0 |
| **12. Monroe, Mich.** | **0** | **3** | **1** | **0.0** | **0.0** |
| **13. Norwich, Conn.** | **0** | **2** | **4** | **0.0** | **0.0** |
| **14. Manhattan Bch., Calif.** | **0** | **2** | **5** | **0.0** | **0.0** |
| **15. St. Louis Park, Minn.** | **0** | **2** | **1** | **0.0** | **0.0** |
| **16. Oak Park, Mich.** | **0** | **2** | **2** | **0.0** | **0.0** |
| 17. Burlington, Vt. | 0 | 0 | 2 | 0.0 | 0.0 |
| **18. Minot, N. D.** | **0** | **2** | **2** | **0.0** | **0.0** |
| **19. Webster Groves, Mo.** | **0** | **2** | **0** | **0.0** | **0.0** |
| **20. Grand Forks, N. D.** | **0** | **1** | **2** | **0.0** | **0.0** |
| 21. Denton, Tex. | 0 | 0 | 3 | 0.0 | 0.0 |
| **22. Urbana, Ill.** | **0** | **2** | **1** | **0.0** | **0.0** |
| **23. Maple Heights, Ohio** | **0** | **2** | **3** | **0.0** | **0.0** |
| **24. Belmont, Mass.** | **0** | **1** | **1** | **0.0** | **0.0** |
| **25. Park Forest, Ill.** | **0** | **1** | **1** | **0.0** | **0.0** |
| 26. Lafayette, Ind. | 1 | 1 | 0 | 0.5 | 2.7 |
| **27. Cheyenne, Wyo.** | **1** | **2** | **0** | **0.5** | **2.6** |
| 28. Casper, Wyo. | 1 | 1 | 2 | 0.5 | 3.1 |
| **29. Easton, Pa.** | **1** | **2** | **3** | **0.5** | **2.7** |
| **30. Beverly Hills, Calif.** | **1** | **4** | **3** | **0.5** | **3.6** |
| 31. Appleton, Wis. | 1 | 1 | 2 | 0.5 | 2.2 |
| **32. Salina, Kan.** | **1** | **3** | **2** | **0.6** | **3.4** |
| 33. Parkersburg, W. Va. | 1 | 1 | 4 | 0.6 | 3.5 |
| 34. Aurora, Colo. | 1 | 1 | 0 | 0.6 | 4.4 |
| 35. Enid, Okla. | 1 | 1 | 1 | 0.6 | 2.9 |
| **36. Burlington, N. C.** | **1** | **2** | **0** | **0.6** | **4.3** |
| **37. East Cleveland, Ohio** | **1** | **3** | **1** | **0.6** | **2.7** |
| **38. Chicopee, Mass.** | **1** | **4** | **5** | **0.6** | **2.2** |
| **39. Ferndale, Mich.** | **1** | **2** | **2** | **0.7** | **3.2** |
| 40. Wausau, Wis. | 1 | 0 | 1 | 0.7 | 3.4 |
| **41. Granite City, Ill.** | **1** | **3** | **5** | **0.7** | **2.9** |
| 42. Maywood, Ill. | 1 | 1 | 2 | 0.7 | 4.0 |
| **43. Bloomington, Ill.** | **1** | **5** | **2** | **0.7** | **3.0** |
| 44. Jackson, Tenn. | 1 | 0 | 0 | 0.7 | 3.2 |
| **45. Monrovia, Calif.** | **1** | **2** | **5** | **0.7** | **4.3** |
| 46. Billings, Mont. | 2 | 0 | 1 | 0.8 | 5.7 |
| **47. Redwood City, Calif.** | **2** | **6** | **10** | **0.8** | **5.6** |
| 48. Fitchburg, Mass. | 1 | 1 | 2 | 0.8 | 2.5 |
| **49. Tyler, Tex.** | **2** | **5** | **4** | **0.8** | **4.8** |
| **50. Fairmont, W. Va.** | **1** | **4** | **0** | **0.8** | **3.7** |
| 51. New Kensington, Pa. | 1 | 0 | 1 | 0.8 | 4.3 |
| **52. Wyandotte, Mich.** | **2** | **6** | **2** | **0.8** | **4.4** |
| 53. White Plains, N. Y. | 2 | 2 | 6 | 0.8 | 4.4 |
| **54. Park Ridge, Ill.** | **1** | **2** | **1** | **0.8** | **3.9** |
| **55. Petersburg, Va.** | **1** | **2** | **5** | **0.8** | **3.1** |
| 56. Las Vegas, Nev. | 3 | 1 | 2 | 0.9 | 7.3 |
| 57. Spartanburg, S. C. | 2 | 0 | 4 | 0.9 | 5.2 |
| **58. Florence, S. C.** | **1** | **3** | **1** | **0.9** | **3.8** |
| 59. Greenville, Miss. | 1 | 1 | 2 | 0.9 | 3.2 |
| **60. Milford, Conn.** | **1** | **3** | **1** | **0.9** | **2.8** |
| **61. Rahway, N. J.** | **1** | **2** | **2** | **0.9** | **4.1** |
| **62. Poughkeepsie, N. Y.** | **2** | **3** | **1** | **0.9** | **5.3** |
| **63. Superior, Wis.** | **1** | **5** | **5** | **1.0** | **3.1** |
| 64. Richland, Wash. | 1 | 0 | 1 | 1.0 | 4.1 |
| 65. Yakima, Wash. | 3 | 1 | 2 | 1.0 | 7.4 |
| 66. Hutchinson, Kan. | 2 | 1 | 2 | 1.0 | 6.0 |
| 67. Plainfield, N. J. | 2 | 1 | 1 | 1.1 | 4.6 |
| 68. Owensboro, Ky. | 2 | 2 | 7 | 1.1 | 5.6 |
| 69. Zanesville, Ohio | 2 | 2 | 4 | 1.1 | 4.8 |
| 70. Culver City, Calif. | 2 | 1 | 3 | 1.1 | 6.9 |
| 71. Hagerstown, Md. | 2 | 2 | 1 | 1.1 | 5.7 |
| **72. Wauwatosa, Wis.** | **2** | **4** | **2** | **1.1** | **4.7** |
| **73. Rome, Ga.** | **2** | **3** | **3** | **1.1** | **6.8** |
| 74. Richmond, Ind. | 2 | 0 | 1 | 1.2 | 5.5 |
| 75. Newburgh, N. Y. | 2 | 2 | 2 | 1.2 | 6.4 |
| **76. Rapid City, S. D.** | **2** | **4** | **3** | **1.2** | **5.5** |
| 77. Benton Harbor, Mich. | 2 | 0 | 1 | 1.2 | 8.5 |
| **78. Champaign, Ill.** | **2** | **3** | **4** | **1.2** | **4.5** |
| 79. Rochester, Minn. | 2 | 2 | 0 | 1.2 | 7.0 |
| **80. Elkhart, Ind.** | **3** | **5** | **0** | **1.3** | **8.4** |
| **81. Oxnard, Calif.** | **2** | **1** | **11** | **1.3** | **6.4** |
| **82. Beloit, Wis.** | **2** | **4** | **0** | **1.3** | **6.9** |

| | Eleven Months 1958 | 1957 | 1956 | 1958 Reg. Rate | 1958 Pop. Rate |
|---|---|---|---|---|---|
| 83. Annapolis, Md. | 1 | 0 | 1 | 1.3 | 4.3 |
| 84. Eau Claire, Wis. | 2 | 1 | 1 | 1.3 | 6.0 |
| **85. Roseville, Mich.** | **2** | **7** | **3** | **1.4** | **5.2** |
| **86. Stratford, Conn.** | **2** | **6** | **0** | **1.4** | **4.9** |
| 87. Everett, Wash. | 3 | 3 | 2 | 1.4 | 9.4 |
| 88. Galesburg, Ill. | 2 | 0 | 1 | 1.4 | 6.5 |
| 89. Kokomo, Ind. | 3 | 1 | 1 | 1.4 | 7.2 |
| 90. Janesville, Wis. | 2 | 1 | 0 | 1.4 | 6.8 |
| **91. Burlington, Iowa** | **2** | **4** | **2** | **1.4** | **7.1** |
| 92. Findlay, Ohio | 2 | 1 | 2 | 1.5 | 7.7 |
| 93. Westfield, N. J. | 2 | 1 | 3 | 1.5 | 8.4 |
| 94. Kingston, N. Y. | 2 | 1 | 0 | 1.5 | 7.1 |
| 95. West Haven, Conn. | 2 | 2 | 5 | 1.5 | 5.9 |
| 96. Elyria, Ohio | 3 | 2 | 1 | 1.5 | 8.7 |
| **97. Wilmington, N. C.** | **3** | **4** | **6** | **1.5** | **7.2** |
| 98. Fond du Lac, Wis. | 2 | 0 | 1 | 1.5 | 6.6 |
| 99. Walla Walla, Wash. | 2 | 0 | 1 | 1.6 | 8.5 |
| **100. Lockport, N. Y.** | **2** | **3** | **2** | **1.6** | **8.4** |
| 101. Fair Lawn, N. J. | 2 | 1 | 0 | 1.6 | 7.9 |
| 102. Watertown, N. Y. | 2 | 2 | 2 | 1.6 | 6.2 |
| 103. St. Cloud, Minn. | 2 | 1 | 3 | 1.6 | 6.7 |
| **104. Rock Hill, S. C.** | **2** | **3** | **1** | **1.6** | **6.5** |
| **105. Vancouver, Wash.** | **4** | **8** | **3** | **1.6** | **10.4** |
| 106. Mt. Clemens, Mich. | 3 | 2 | 0 | 1.6 | 12.8 |
| **107. Midland, Tex.** | **4** | **5** | **3** | **1.6** | **11.9** |
| **108. Kearny, N. J.** | **2** | **3** | **4** | **1.6** | **5.4** |
| All cities in this group | | | | 1.6 | 7.5 |
| 109. Hazel Park, Mich. | 2 | 1 | 2 | 1.7 | 8.2 |
| 110. La Crosse, Wis. | 3 | 2 | 4 | 1.7 | 6.9 |
| 111. Torrington, Conn. | 2 | 2 | 0 | 1.7 | 7.2 |
| 112. Hackensack, N. J. | 2 | 1 | 2 | 1.7 | 6.8 |
| **113. Provo, Utah** | **2** | **3** | **4** | **1.7** | **6.6** |
| 114. Ventura, Calif. | 3 | 2 | 3 | 1.7 | 12.6 |
| 115. Bellingham, Wash. | 3 | 1 | 4 | 1.8 | 8.9 |
| **116. Redlands, Calif.** | **2** | **9** | **2** | **1.8** | **8.5** |
| 117. Freeport, Ill. | 2 | 1 | 2 | 1.8 | 8.5 |
| 118. Richfield, Minn. | 2 | 1 | 0 | 1.8 | 6.2 |
| **119. Livonia, Mich.** | **3** | **8** | **8** | **1.8** | **6.7** |
| 120. Lawton, Okla. | 3 | 3 | 5 | 1.8 | 8.4 |
| 121. Ontario, Calif. | 4 | 4 | 0 | 1.9 | 10.5 |
| 122. Hamtramck, Mich. | 3 | 2 | 4 | 1.9 | 7.1 |
| **123. Clearwater, Fla.** | **4** | **7** | **5** | **1.9** | **15.0** |
| 124. Great Falls, Mont. | 4 | 0 | 2 | 1.9 | 9.4 |
| 125. Bristol, Conn. | 2 | 1 | 4 | 1.9 | 4.8 |
| 126. Elgin, Ill. | 4 | 4 | 5 | 2.0 | 9.0 |
| 127. Portsmouth, Ohio | 3 | 2 | 10 | 2.0 | 8.2 |
| 128. Gainesville, Fla. | 3 | 1 | 1 | 2.0 | 10.5 |
| 129. Elmhurst, Ill. | 3 | 2 | 0 | 2.0 | 9.4 |
| 130. Modesto, Calif. | 7 | 4 | 5 | 2.0 | 22.6 |
| 131. High Point, N. C. | 5 | 2 | 2 | 2.1 | 12.4 |
| **132. Danbury, Conn.** | **3** | **5** | **4** | **2.1** | **7.7** |
| 133. Winona, Minn. | 2 | 1 | 8 | 2.1 | 8.7 |
| **134. Manchester, Conn.** | **3** | **10** | **9** | **2.2** | **8.2** |
| 135. Hamden, Conn. | 3 | 1 | 3 | 2.2 | 8.6 |
| 136. Rock Island, Ill. | 4 | 0 | 8 | 2.2 | 8.8 |
| **137. Highland Park, Mich.** | **4** | **6** | **4** | **2.3** | **9.4** |
| 138. Tallahassee, Fla. | 5 | 1 | 0 | 2.3 | 14.3 |
| 139. University City, Mo. | 4 | 3 | 0 | 2.3 | 9.1 |
| 140. Chicago Heights, Ill. | 3 | 2 | 2 | 2.3 | 11.3 |
| 141. Cuyahoga Falls, Ohio | 4 | 0 | 4 | 2.3 | 8.9 |
| 142. Baldwin Park, Calif. | 3 | 1 | 0 | 2.4 | 10.1 |
| **143. Oshkosh, Wis.** | **4** | **5** | **1** | **2.4** | **9.9** |
| 144. Manitowoc, Wis. | 3 | 2 | 0 | 2.4 | 10.9 |
| 145. Allen Park, Mich. | 3 | 1 | 1 | 2.5 | 8.2 |
| 146. East Lansing, Mich. | 2 | 0 | 0 | 2.5 | 8.7 |
| 147. Bangor, Maine | 3 | 2 | 2 | 2.6 | 8.2 |
| **148. East Hartford, Conn.** | **4** | **5** | **3** | **2.6** | **11.6** |
| **149. Newark, Ohio** | **5** | **6** | **2** | **2.7** | **13.7** |
| 150. Quincy, Ill. | 5 | 5 | 8 | 2.7 | 12.8 |
| 151. Pasadena, Tex. | 5 | 2 | 0 | 2.8 | 11.4 |
| **152. Michigan City, Ind.** | **4** | **5** | **1** | **2.8** | **13.8** |
| 153. Steubenville, Ohio | 4 | 3 | 1 | 2.8 | 11.2 |
| 154. Sumter, S. C. | 3 | 0 | 0 | 2.8 | 13.0 |
| **155. Mountain View, Calif.** | **4** | **5** | **2** | **3.0** | **16.8** |
| 156. Marion, Ohio | 5 | 2 | 0 | 3.0 | 14.0 |
| **157. Danville, Va.** | **5** | **6** | **6** | **3.0** | **11.0** |
| 158. West Orange, N. J. | 4 | 1 | 3 | 3.0 | 12.7 |
| 159. Concord, N. H. | 3 | 0 | 1 | 3.1 | 11.0 |
| 160. Mason City, Iowa | 4 | 0 | 1 | 3.2 | 14.9 |
| **161. Revere, Mass.** | **3** | **7** | **4** | **3.2** | **8.3** |
| **162. Middletown, Ohio** | **6** | **7** | **3** | **3.2** | **15.0** |
| **163. Alton, Ill.** | **5** | **8** | **2** | **3.2** | **16.7** |
| **164. West Covina, Calif.** | **4** | **5** | **3** | **3.3** | **9.7** |
| 165. National City, Calif. | 4 | 0 | 1 | 3.4 | 13.7 |
| 166. Warwick, R. I. | 6 | 5 | 7 | 3.6 | 15.2 |
| 167. New London, Conn. | 4 | 0 | 7 | 3.6 | 14.0 |
| 168. Linden, N. J. | 5 | 3 | 3 | 3.6 | 14.9 |
| **169. Temple, Tex.** | **4** | **6** | **7** | **3.8** | **14.5** |
| 170. Wallingford, Conn. | 3 | 2 | 4 | 3.9 | 12.4 |
| 171. Middletown, Conn. | 4 | 3 | 4 | 4.1 | 14.1 |
| 172. Coral Gables, Fla. | 7 | 3 | 6 | 4.2 | 26.2 |
| 173. Teaneck, N. J. | 5 | 1 | 1 | 4.4 | 14.3 |
| 174. Pocatello, Idaho | 7 | 4 | 1 | 4.4 | 28.2 |
| 175. Moline, Ill. | 8 | 4 | 4 | 4.4 | 22.3 |
| 176. Shaker Heights, Ohio | 5 | 1 | 1 | 4.4 | 16.3 |
| 177. Sandusky, Ohio | 7 | 4 | 2 | 4.8 | 22.1 |
| 178. Vineland, N. J. | 7 | 3 | 11 | 5.0 | 23.2 |
| 179. Fairfield, Conn. | 6 | 4 | 3 | 5.1 | 15.9 |
| 180. Barberton, Ohio | 8 | 4 | 2 | 5.4 | 24.5 |
| 181. Groton, Conn. | 4 | 2 | 5 | 9.0 | 16.0 |
| 182. Fremont, Calif. | 9 | 6 | 15 | 25.8 | 36.6 |

| | Eleven Months 1958 | 1957 | 1956 | 1958 Reg. Rate | 1958 Pop. Rate |
|---|---|---|---|---|---|
| Group IX (10,000 to 25,000) | | | | | |
| 1. Kingsport, Tenn. | 0 | 0 | 0 | 0.0 | 0.0 |
| 2. Victoria, Tex. | 0 | 4 | 0 | 0.0 | 0.0 |
| 3. Klamath Falls, Ore. | 0 | 4 | 1 | 0.0 | 0.0 |
| 4. Greensburg, Pa. | 0 | 1 | 1 | 0.0 | 0.0 |
| 5. Waukesha, Wis. | 0 | 0 | 4 | 0.0 | 0.0 |
| 6. Yuma, Ariz. | 0 | 2 | 0 | 0.0 | 0.0 |
| 7. Bell, Calif. | 0 | 1 | 2 | 0.0 | 0.0 |
| 8. Fremont, Ohio | 0 | 1 | 4 | 0.0 | 0.0 |
| 9. Kenmore, N. Y. | 0 | 2 | 0 | 0.0 | 0.0 |
| 10. La Grange, Ill. | 0 | 0 | 2 | 0.0 | 0.0 |
| 11. Floral Park, N. Y. | 0 | 0 | 0 | 0.0 | 0.0 |
| 12. Plainview, Tex. | 0 | 0 | 0 | 0.0 | 0.0 |
| 13. Helena, Mont. | 0 | 0 | 1 | 0.0 | 0.0 |
| 14. Meadville, Pa. | 0 | 0 | 1 | 0.0 | 0.0 |
| 15. Manhattan, Kan. | 0 | 2 | 2 | 0.0 | 0.0 |
| 16. Frederick, Md. | 0 | 1 | 1 | 0.0 | 0.0 |
| 17. Edina, Minn. | 0 | 2 | 1 | 0.0 | 0.0 |
| 18. Sedalia, Mo. | 0 | 0 | 0 | 0.0 | 0.0 |
| 19. Hibbing, Minn. | 0 | 0 | 1 | 0.0 | 0.0 |
| 20. Peru, Ind. | 0 | 0 | 2 | 0.0 | 0.0 |
| 21. East Haven, Conn. | 0 | 1 | 0 | 0.0 | 0.0 |
| 22. Hanford, Calif. | 0 | 0 | 0 | 0.0 | 0.0 |
| 23. North Platte, Neb. | 0 | 0 | 0 | 0.0 | 0.0 |
| 24. Bristol, Pa. | 0 | 0 | 1 | 0.0 | 0.0 |
| 25. Griffin, Ga. | 0 | 0 | 0 | 0.0 | 0.0 |
| 26. Pittsburg, Kan. | 0 | 0 | 1 | 0.0 | 0.0 |
| 27. Muscatine, Iowa | 0 | 2 | 3 | 0.0 | 0.0 |
| 28. Kennewick, Wash. | 0 | 3 | 0 | 0.0 | 0.0 |
| 29. Reidsville, N. C. | 0 | 2 | 0 | 0.0 | 0.0 |
| 30. Streator, Ill. | 0 | 1 | 0 | 0.0 | 0.0 |
| 31. Woodland, Calif. | 0 | 1 | 1 | 0.0 | 0.0 |
| 32. Wisconsin Rpds., Wis. | 0 | 0 | 0 | 0.0 | 0.0 |
| 33. Martinsburg, W. Va. | 0 | 5 | 1 | 0.0 | 0.0 |
| 34. Bedford, Ind. | 0 | 1 | 0 | 0.0 | 0.0 |
| 35. Cranford, N. J. | 0 | 1 | 0 | 0.0 | 0.0 |
| 36. Albert Lea, Minn. | 0 | 3 | 0 | 0.0 | 0.0 |
| 37. Cape Girardeau, Mo. | 0 | 1 | 1 | 0.0 | 0.0 |
| 38. Emporia, Kan. | 0 | 0 | 0 | 0.0 | 0.0 |
| 39. Sterling, Ill. | 0 | 0 | 1 | 0.0 | 0.0 |
| 40. Port Angeles, Wash. | 0 | 1 | 1 | 0.0 | 0.0 |
| 41. Berkley, Mich. | 0 | 5 | 0 | 0.0 | 0.0 |
| 42. Alpena, Mich. | 0 | 2 | 2 | 0.0 | 0.0 |
| 43. Defiance, Ohio | 0 | 0 | 1 | 0.0 | 0.0 |
| 44. Plymouth, Mich. | 0 | 1 | 1 | 0.0 | 0.0 |
| 45. Pittsburg, Calif. | 0 | 0 | 1 | 0.0 | 0.0 |
| 46. El Dorado, Kan. | 0 | 3 | 0 | 0.0 | 0.0 |
| 47. Greenwood, Miss. | 0 | 1 | 0 | 0.0 | 0.0 |
| 48. Arkansas City, Kan. | 0 | 1 | 1 | 0.0 | 0.0 |
| 49. Suffolk, Va. | 0 | 1 | 1 | 0.0 | 0.0 |
| 50. Cedar Falls, Iowa | 0 | 1 | 1 | 0.0 | 0.0 |
| 51. Brainerd, Minn. | 0 | 1 | 0 | 0.0 | 0.0 |
| 52. Niles, Ohio | 0 | 1 | 2 | 0.0 | 0.0 |
| 53. North Miami, Fla. | 0 | 1 | 2 | 0.0 | 0.0 |
| 54. Stevens Point, Wis. | 0 | 0 | 2 | 0.0 | 0.0 |
| 55. Muskegon Hts., Mich. | 0 | 2 | 3 | 0.0 | 0.0 |
| 56. Canton, Ill. | 0 | 0 | 0 | 0.0 | 0.0 |
| 57. Owatonna, Minn. | 0 | 0 | 0 | 0.0 | 0.0 |
| 58. Marquette, Mich. | 0 | 1 | 0 | 0.0 | 0.0 |
| 59. The Dalles, Ore. | 0 | 1 | 1 | 0.0 | 0.0 |
| 60. Norfolk, Neb. | 0 | 0 | 0 | 0.0 | 0.0 |
| 61. Boone, Iowa | 0 | 1 | 2 | 0.0 | 0.0 |
| 62. Rocky River, Ohio | 0 | 0 | 0 | 0.0 | 0.0 |
| 63. North Adams, Mass. | 0 | 0 | 2 | 0.0 | 0.0 |
| 64. East Moline, Ill. | 0 | 2 | 0 | 0.0 | 0.0 |
| 65. Fergus Falls, Minn. | 0 | 0 | 0 | 0.0 | 0.0 |
| 66. So. Milwaukee, Wis. | 0 | 3 | 1 | 0.0 | 0.0 |
| 67. Lamesa, Tex. | 0 | 0 | 1 | 0.0 | 0.0 |
| 68. Tempe, Ariz. | 0 | 2 | 3 | 0.0 | 0.0 |
| 69. Naugatuck, Conn. | 0 | 2 | 0 | 0.0 | 0.0 |
| 70. Mamaroneck, N. Y. | 0 | 0 | 2 | 0.0 | 0.0 |
| 71. St. Joseph, Mich. | 0 | 0 | 0 | 0.0 | 0.0 |
| 72. Hawthorne, N. J. | 0 | 3 | 0 | 0.0 | 0.0 |
| 73. Jennings, Mo. | 0 | 1 | 0 | 0.0 | 0.0 |
| 74. Conneaut, Ohio | 0 | 0 | 0 | 0.0 | 0.0 |
| 75. Garden City, Kan. | 0 | 0 | 2 | 0.0 | 0.0 |
| 76. Escanaba, Mich. | 0 | 1 | 3 | 0.0 | 0.0 |
| 77. Beaver Dam, Wis. | 0 | 1 | 1 | 0.0 | 0.0 |
| 78. No. Olmsted, Ohio | 0 | 0 | 1 | 0.0 | 0.0 |
| 79. Mitchell, S. D. | 0 | 0 | 0 | 0.0 | 0.0 |
| 80. Virginia, Minn. | 0 | 0 | 1 | 0.0 | 0.0 |
| 81. Ansonia, Conn. | 0 | 2 | 0 | 0.0 | 0.0 |
| 82. Van Wert, Ohio | 0 | 0 | 0 | 0.0 | 0.0 |
| 83. Du Bois, Pa. | 0 | 0 | 1 | 0.0 | 0.0 |
| 84. Darien, Conn. | 0 | 6 | 1 | 0.0 | 0.0 |
| 85. River Rouge, Mich. | 0 | 0 | 3 | 0.0 | 0.0 |
| 86. Mansfield, Conn. | 0 | 1 | 1 | 0.0 | 0.0 |
| 87. Central Falls, R. I. | 0 | 0 | 0 | 0.0 | 0.0 |
| 88. Hays, Kan. | 0 | 0 | 0 | 0.0 | 0.0 |
| 89. Grosse Pt. Wds., Mich. | 0 | 1 | 0 | 0.0 | 0.0 |
| 90. Bellefontaine, Ohio | 0 | 1 | 0 | 0.0 | 0.0 |
| 91. Los Alamos, N. M. | 0 | 1 | 0 | 0.0 | 0.0 |
| 92. Ecorse, Mich. | 0 | 2 | 0 | 0.0 | 0.0 |
| 93. Hornell, N. Y. | 0 | 0 | 0 | 0.0 | 0.0 |
| 94. Charles City, Iowa | 0 | 1 | 0 | 0.0 | 0.0 |
| 95. River Forest, Ill. | 0 | 1 | 1 | 0.0 | 0.0 |
| 96. Bemidji, Minn. | 0 | 0 | 0 | 0.0 | 0.0 |
| 97. Cadillac, Mich. | 0 | 0 | 0 | 0.0 | 0.0 |
| 98. Grosse Pte. Pk., Mich. | 0 | 2 | 1 | 0.0 | 0.0 |

| | Eleven Months 1958 | 1957 | 1956 | 1958 Reg. Rate | 1958 Pop. Rate |
|---|---|---|---|---|---|
| **99. Ironwood, Mich.** | 0 | 1 | 1 | 0.0 | 0.0 |
| 100. Two Rivers, Wis. | 0 | 0 | 0 | 0.0 | 0.0 |
| **101. La Salle, Ill.** | 0 | 1 | 0 | 0.0 | 0.0 |
| **102. Branford, Conn.** | 0 | 1 | 5 | 0.0 | 0.0 |
| 103. Moscow, Idaho | 0 | 0 | 0 | 0.0 | 0.0 |
| 104. Fairfield, Ala. | 0 | 0 | 0 | 0.0 | 0.0 |
| **105. Ridgefield Park, N. J.** | 0 | 2 | 1 | 0.0 | 0.0 |
| 106. Webster, Mass. | 0 | 0 | 0 | 0.0 | 0.0 |
| 107. La Grange Park, Ill. | 0 | 0 | 1 | 0.0 | 0.0 |
| 108. Takoma Park, Md. | 0 | 0 | 1 | 0.0 | 0.0 |
| **109. Killingly, Conn.** | 0 | 4 | 2 | 0.0 | 0.0 |
| 110. Donora, Pa. | 0 | 0 | 1 | 0.0 | 0.0 |
| **111. Watertown, Conn.** | 0 | 1 | 0 | 0.0 | 0.0 |
| **112. Stonington, Conn.** | 0 | 2 | 4 | 0.0 | 0.0 |
| **113. Enfield, Conn.** | 0 | 2 | 4 | 0.0 | 0.0 |
| **114. Hollywood, Fla.** | 1 | 3 | 1 | 0.5 | 4.8 |
| 115. Covina, Calif. | 1 | 1 | 1 | 0.6 | 6.4 |
| 116. Englewood, Colo. | 1 | 0 | 1 | 0.6 | 4.8 |
| **117. Medford, Ore.** | 1 | 3 | 1 | 0.6 | 4.9 |
| **118. Butler, Pa.** | 1 | 3 | 0 | 0.6 | 4.5 |
| **119. Ypsilanti, Mich.** | 1 | 2 | 1 | 0.6 | 4.8 |
| **120. Boulder, Colo.** | 1 | 2 | 2 | 0.7 | 4.5 |
| 121. Fort Myers, Fla. | 1 | 0 | 2 | 0.7 | 6.2 |
| **122. Salisbury, N. C.** | 1 | 5 | 1 | 0.7 | 5.2 |
| **123. La Mesa, Calif.** | 1 | 2 | 3 | 0.7 | 4.6 |
| **124. Garland, Tex.** | 1 | 3 | 1 | 0.8 | 4.9 |
| 125. Austin, Minn. | 1 | 0 | 3 | 0.8 | 4.5 |
| **126. Mesa, Ariz.** | 1 | 3 | 2 | 0.8 | 5.0 |
| 127. Lodi, Calif. | 1 | 0 | 2 | 0.8 | 5.4 |
| 128. Houma, La. | 1 | 1 | 0 | 0.8 | 8.1 |
| **129. Niles, Mich.** | 1 | 3 | 1 | 0.8 | 6.0 |
| 130. Uniontown, Pa. | 1 | 0 | 1 | 0.8 | 5.1 |
| **131. Lawrence, Kan.** | 1 | 2 | 0 | 0.8 | 4.7 |
| 132. Kinston, N. C. | 1 | 0 | 1 | 0.9 | 4.8 |
| **133. Sherman, Tex.** | 1 | 5 | 0 | 0.9 | 4.9 |
| **134. Odessa, Tex.** | 5 | 4 | 2 | 0.9 | 7.3 |
| 135. Whitefish Bay, Wis. | 1 | 0 | 0 | 0.9 | 5.9 |
| **136. Carlsbad, N. M.** | 1 | 2 | 2 | 1.0 | 5.5 |
| 137. Renton, Wash. | 1 | 1 | 0 | 1.0 | 6.4 |
| 138. Wooster, Ohio | 1 | 1 | 1 | 1.0 | 6.4 |
| 139. Great Bend, Kan. | 1 | 0 | 2 | 1.0 | 6.7 |
| 140. Bismarck, N. D. | 1 | 0 | 0 | 1.0 | 4.9 |
| **141. Borger, Tex.** | 1 | 2 | 1 | 1.0 | 6.0 |
| 142. Ames, Iowa | 1 | 0 | 1 | 1.0 | 4.6 |
| 143. Tiffin, Ohio | 1 | 1 | 0 | 1.0 | 4.7 |
| 144. Port Chester, N. Y. | 1 | 0 | 3 | 1.0 | 4.4 |
| **145. Owosso, Mich.** | 1 | 3 | 2 | 1.0 | 5.5 |
| 146. Goshen, Ind. | 1 | 0 | 1 | 1.0 | 8.3 |
| 147. Jeffersonville, Ind. | 1 | 0 | 0 | 1.1 | 5.5 |
| **148. Monterey, Calif.** | 1 | 3 | 0 | 1.1 | 5.0 |
| 149. Corvallis, Ore. | 1 | 0 | 3 | 1.1 | 5.9 |
| 150. Valparaiso, Ind. | 1 | 0 | 0 | 1.1 | 7.8 |
| 151. Caldwell, Idaho | 1 | 1 | 0 | 1.1 | 9.3 |
| 152. Frankfort, Ind. | 1 | 0 | 0 | 1.1 | 6.7 |
| 153. Marietta, Ohio | 1 | 1 | 0 | 1.1 | 6.3 |
| 154. Highland Park, Ill. | 1 | 0 | 1 | 1.1 | 4.6 |
| 155. Brownwood, Tex. | 1 | 0 | 0 | 1.1 | 5.4 |
| 156. So. St. Paul, Minn. | 1 | 0 | 0 | 1.2 | 6.3 |
| **157. Napa, Calif.** | 2 | 11 | 3 | 1.2 | 13.9 |
| 158. Johnson City, N. Y. | 1 | 1 | 0 | 1.2 | 5.6 |
| **159. Hillside, N. J.** | 1 | 3 | 0 | 1.2 | 5.2 |
| All cities in this group | | | | 1.2 | 6.5 |
| 160. Madison Hts., Mich. | 1 | 0 | 1 | 1.3 | 5.1 |
| **161. St. Augustine, Fla.** | 1 | 2 | 0 | 1.3 | 7.5 |
| 162. Collingswood, N. J. | 1 | 1 | 1 | 1.3 | 6.1 |
| 163. Monroe, N. C. | 1 | 1 | 1 | 1.3 | 10.4 |
| **164. Holland, Mich.** | 2 | 3 | 0 | 1.3 | 11.2 |
| 165. Chico, Calif. | 2 | 0 | 1 | 1.3 | 17.4 |
| 166. Wayne, Mich. | 2 | 1 | 0 | 1.4 | 10.9 |
| **167. Greeley, Colo.** | 2 | 4 | 2 | 1.4 | 9.0 |
| **168. McAlester, Okla.** | 1 | 2 | 0 | 1.4 | 6.1 |
| 169. Newton, Kan. | 1 | 0 | 1 | 1.4 | 8.3 |
| 170. Antioch, Calif. | 1 | 1 | 1 | 1.4 | 7.0 |
| 171. Brookfield, Ill. | 1 | 1 | 0 | 1.4 | 5.4 |
| **172. Lake Worth, Fla.** | 2 | 8 | 0 | 1.4 | 14.2 |
| 173. Mt. Pleasant, Mich. | 1 | 0 | 1 | 1.4 | 9.0 |
| 174. Pasco, Wash. | 1 | 1 | 0 | 1.4 | 7.8 |
| 175. Grand Island, Neb. | 2 | 1 | 2 | 1.5 | 8.8 |
| 176. Faribault, Minn. | 1 | 0 | 1 | 1.5 | 6.8 |
| **177. Watertown, Wis.** | 1 | 3 | 0 | 1.5 | 8.4 |
| **178. Astoria, Ore.** | 1 | 2 | 2 | 1.5 | 8.9 |
| 179. Homewood, Ala. | 2 | 2 | 0 | 1.5 | 12.1 |
| 180. Bristol, Va. | 1 | 0 | 0 | 1.5 | 6.1 |
| 181. El Cerrito, Calif. | 1 | 1 | 2 | 1.5 | 4.6 |
| 182. Winfield, Kan. | 1 | 0 | 0 | 1.5 | 10.4 |
| **183. Wethersfield, Conn.** | 1 | 5 | 2 | 1.6 | 6.4 |
| 184. Shorewood, Wis. | 2 | 1 | 0 | 1.6 | 13.5 |
| 185. Villa Park, Ill. | 1 | 0 | 1 | 1.6 | 7.0 |
| 186. Atchison, Kan. | 1 | 0 | 1 | 1.6 | 8.5 |
| 187. Winnetka, Ill. | 1 | 1 | 0 | 1.6 | 8.1 |
| **188. Albany, Calif.** | 1 | 3 | 0 | 1.6 | 6.2 |
| 189. Pampa, Tex. | 2 | 2 | 1 | 1.6 | 11.4 |
| **190. Livermore, Calif.** | 1 | 2 | 0 | 1.7 | 8.7 |
| 191. Gardner, Mass. | 1 | 0 | 2 | 1.7 | 5.4 |
| 192. Hopewell, Va. | 1 | 1 | 2 | 1.7 | 5.7 |
| **193. Prescott, Ariz.** | 1 | 2 | 1 | 1.7 | 10.3 |
| **194. Rye, N. Y.** | 1 | 3 | 0 | 1.7 | 8.1 |
| 195. Robbinsdale, Minn. | 3 | 2 | 1 | 1.7 | 20.2 |
| 196. Bowling Green, Ohio | 1 | 1 | 0 | 1.8 | 7.5 |
| 197. Lufkin, Tex. | 2 | 0 | 2 | 1.8 | 12.5 |
| 198. Albion, Mich. | 1 | 0 | 2 | 1.8 | 9.1 |
| **199. Orange, Calif.** | 2 | 4 | 3 | 1.8 | 10.2 |
| 200. Menasha, Wis. | 1 | 0 | 0 | 1.8 | 7.8 |
| 201. University Hts., Ohio | 1 | 0 | 1 | 1.9 | 6.9 |
| 202. Marinette, Wis. | 1 | 1 | 1 | 1.9 | 7.7 |
| 203. Cambridge, Md. | 1 | 1 | 0 | 1.9 | 10.5 |
| 204. Menominee, Mich. | 1 | 0 | 1 | 2.0 | 9.4 |
| 205. Westport, Conn. | 2 | 2 | 4 | 2.0 | 12.8 |
| **206. Cudahy, Wis.** | 1 | 4 | 1 | 2.1 | 8.7 |
| 207. Ottawa, Ill. | 2 | 2 | 1 | 2.2 | 11.2 |
| 208. Yuba City, Calif. | 2 | 1 | 1 | 2.2 | 21.2 |
| 209. Merced, Calif. | 3 | 2 | 5 | 2.2 | 16.0 |
| 210. Milford, Mass. | 1 | 1 | 0 | 2.2 | 7.0 |
| 211. Bellaire, Ohio | 1 | 1 | 1 | 2.2 | 8.9 |
| 212. Winchester, Conn. | 1 | 1 | 0 | 2.2 | 9.2 |
| 213. West Lafayette, Ind. | 1 | 0 | 0 | 2.2 | 8.3 |
| 214. Wheaton, Ill. | 2 | 1 | 1 | 2.2 | 10.9 |
| **215. Fort Thomas, Ky.** | 1 | 2 | 1 | 2.3 | 8.0 |
| 216. Aberdeen, S. D. | 2 | 2 | 2 | 2.3 | 9.9 |
| 217. Wilmette, Ill. | 2 | 1 | 3 | 2.3 | 8.8 |
| 218. Xenia, Ohio | 2 | 2 | 3 | 2.3 | 13.2 |
| **219. Auburn, Mass.** | 1 | 3 | 2 | 2.3 | 8.8 |

*To Next Page*

# TRAFFIC DEATHS—STATE RECORDS

Deaths are reported by state traffic authorities.

All figures are preliminary. To insure proper comparisons, 1957 and 1956 figures cover the same reporting period as those for 1958.

Population Rate: U. S. population rate is the estimated annual number of deaths per 100,000 population, assuming that deaths for the rest of the year will follow the normal seasonal pattern. State population rate is the estimated annual number of deaths per 100,000 population, assuming that the monthly average of deaths will remain at the present average for the rest of the year. Population rates are based on July 1, 1958, population estimates, U. S. Bureau of the Census, Washington, D. C.

States shown in heavy type have improved in 1958 compared with 1957, or showed no change.

Mileage Rate: The number of deaths per 100 million vehicle miles of travel.

(Figures in parenthesis following the 1958 mileage rate indicate the number of months for which the mileage rate is calculated for each state.)

*Less than .5%.

| | Months Reported | Deaths Identical Periods 1958 | 1957 | 1956 | % Change 1957 to 1958 | % Change 1956 to 1958 | 1958 Pop. Rate | 1958 Mile. Rate |
|---|---|---|---|---|---|---|---|---|
| TOTAL U.S. | 11 | 33,230 | 34,790 | 35,770 | — 4% | — 7% | 21.3 | 5.3 (9) |
| **Ala.** | 11 | 743 | 801 | 887 | — 7% | — 16% | 25.3 | 6.8 (9) |
| Ariz. | 11 | 457 | 405 | 418 | + 8% | + 5% | 41.8 | 8.6 (10) |
| **Ark.** | 11 | 400 | 451 | 430 | — 11% | — 7% | 24.7 | 6.1 (9) |
| **Calif.** | 11 | 3,163 | 3,312 | 3,373 | — 5% | — 6% | 24.0 | 5.3 (9) |
| Colo. | 11 | 374 | 326 | 381 | + 15% | — 18% | 23.8 | 5.0 (8) |
| **Conn.** | 11 | 216 | 256 | 262 | — 16% | — 18% | 10.1 | 2.4 (9) |
| **Del.** | 11 | 79 | 82 | 80 | — 4% | — 1% | 18.9 | 4.6 (10) |
| **D. of C.** | 11 | 33 | 35 | 49 | 0% | + 12% | 7.3 | 2.2 (9) |
| Fla. | 11 | 1,000 | 948 | 1,085 | + 5% | — 8% | 24.5 | 5.7 (10) |
| **Ga.** | 11 | 826 | 884 | 997 | — 7% | — 17% | 23.6 | 6.0 (10) |
| Idaho | 11 | 250 | 189 | 253 | + 32% | + 7% | 41.2 | 8.7 (9) |
| **Ill.** | 11 | 1,674 | 1,896 | 1,926 | — 12% | — 13% | 18.5 | 4.9 (8) |
| **Ind.** | 11 | 946 | 1,038 | 1,099 | — 9% | — 14% | 22.5 | 4.9 (10) |
| **Ia.** | 11 | 539 | 618 | 632 | — 13% | — 15% | 20.8 | 4.9 (10) |
| **Kan.** | 11 | 506 | 513 | 605 | — 1% | — 16% | 26.1 | 5.5 (9) |
| **Ky.** | 11 | 696 | 716 | 694 | — 3% | + *% | 24.6 | 7.4 (9) |
| La. | 10 | 638 | 636 | 719 | + *% | — 11% | 24.6 | 7.2 (10) |
| Maine | 11 | 178 | 136 | 145 | + 31% | + 23% | 20.4 | 4.8 (10) |
| **Md.** | 11 | 449 | 512 | 497 | — 12% | — 10% | 16.6 | 4.7 (9) |
| Mass. | 11 | 506 | 453 | 497 | + 12% | + 2% | 11.4 | 3.4 (9) |
| **Mich.** | 11 | 1,197 | 1,329 | 1,543 | — 10% | — 22% | 16.6 | 4.3 (9) |
| Minn. | 11 | 645 | 623 | 575 | + 4% | + 12% | 20.9 | 5.0 (9) |
| Miss. | 11 | 483 | 456 | 483 | + 6% | 0% | 24.1 | 6.6 (9) |
| **Mo.** | 11 | 856 | 887 | 1,010 | — 4% | — 15% | 21.9 | 5.1 (9) |
| **Mont.** | 11 | 181 | 183 | 240 | — 1% | — 25% | 28.6 | 5.4 (9) |
| Neb. | 11 | 313 | 266 | 276 | + 18% | + 13% | 23.4 | 5.2 (10) |
| **Nev.** | 11 | 128 | 131 | 118 | — 2% | + 8% | 52.4 | 7.3 (8) |
| N. H. | 11 | 89 | 84 | 91 | + 6% | — 2% | 16.6 | 3.9 (10) |
| **N. J.** | 11 | 682 | 749 | 687 | — 9% | — 1% | 12.9 | 3.1 (9) |
| **N. M.** | 11 | 361 | 394 | 351 | — 8% | + 3% | 46.8 | 8.5 (9) |
| **N. Y.** | 11 | 1,895 | 1,947 | 1,930 | — 3% | — 2% | 12.7 | 4.4 (9) |
| **N. C.** | 11 | 967 | 976 | 989 | — 1% | — 2% | 23.2 | 6.0 (9) |
| N. D. | 11 | 145 | 130 | 154 | + 12% | — 6% | 24.3 | 5.2 (9) |
| Ohio | 11 | 1,630 | 1,823 | 1,790 | — 11% | — 9% | 19.0 | 4.7 (10) |
| Okla. | 11 | 614 | 625 | 616 | — 2% | — *% | 29.3 | 6.6 (9) |
| Ore. | 11 | 400 | 401 | 385 | — *% | + 4% | 24.6 | 5.7 (10) |
| Pa. | 11 | 1,468 | 1,497 | 1,581 | — 2% | — 7% | 14.4 | 3.7 (9) |
| R. I. | 11 | 67 | 69 | 59 | — 3% | + 14% | 8.3 | 2.5 (10) |
| S. C. | 11 | 542 | 666 | 661 | — 19% | — 18% | 24.6 | 6.4 (9) |
| S. D. | 11 | 225 | 167 | 172 | + 35% | + 31% | 35.1 | 9.2 (10) |
| Tenn. | 11 | 656 | 626 | 682 | + 5% | — 4% | 20.6 | 5.5 (9) |
| **Tex.** | 11 | 2,059 | 2,283 | 2,337 | — 10% | — 12% | 24.0 | 5.1 (9) |
| Utah | 11 | 174 | 194 | 194 | — 10% | — 10% | 22.0 | 5.2 (9) |
| Vt. | 11 | 73 | 95 | 90 | — 23% | — 19% | 21.5 | 5.2 (10) |
| Va. | 11 | 759 | 823 | 745 | — 8% | + 2% | 21.0 | 5.3 (10) |
| Wash. | 11 | 507 | 483 | 481 | + 5% | + 5% | 20.0 | 4.7 (9) |
| W. Va. | 11 | 352 | 424 | 387 | — 17% | — 9% | 19.5 | 5.9 (9) |
| **Wis.** | 11 | 747 | 832 | 866 | — 10% | — 14% | 20.7 | 5.6 (9) |
| Wyo. | 11 | 127 | 142 | 153 | — 11% | — 17% | 43.4 | 6.7 (10) |
| CANADIAN PROVINCES | | | | | | | | |
| Alta. | 11 | 299 | 232 | 242 | + 29% | + 24% | 34.7 | — — |
| B. C. | 10 | 218 | 190 | 245 | + 15% | — 11% | 22.5 | — — |
| **Man.** | 10 | 99 | 108 | 117 | — 8% | — 15% | 15.3 | — — |
| Sask. | 10 | 111 | 101 | 102 | + 10% | + 9% | 16.0 | — — |

| | Eleven Months 1958 | 1957 | 1956 | 1958 Reg. Rate | 1958 Pop. Rate |
|---|---|---|---|---|---|
| 220. Texarkana, Ark. | 2 | 2 | 0 | 2.3 | 11.1 |
| 221. Connersville, Ind. | 2 | 0 | 4 | 2.4 | 12.3 |
| 222. Longview, Wash. | 3 | 1 | 0 | 2.4 | 14.0 |
| 223. Leominster, Mass. | 2 | 2 | 1 | 2.4 | 8.8 |
| 224. Santa Cruz, Calif. | 4 | 1 | 1 | 2.4 | 19.1 |
| **225. Westlake, Ohio** | **1** | **3** | **1** | **2.5** | **10.2** |
| 226. Statesville, N. C. | 3 | 3 | 1 | 2.5 | 18.6 |
| 227. Highland Park, Tex. | 2 | 0 | 0 | 2.5 | 17.9 |
| **228. New Bern, N. C.** | **2** | **3** | **1** | **2.5** | **11.7** |
| 229. Moorhead, Minn. | 2 | 0 | 0 | 2.6 | 12.2 |
| 230. La Porte, Ind. | 3 | 3 | 0 | 2.6 | 14.2 |
| 231. Derby, Conn. | 1 | 1 | 0 | 2.6 | 9.8 |
| 232. Henderson, N. C. | 2 | 1 | 2 | 2.6 | 19.8 |
| 233. Ashland, Wis. | 1 | 0 | 1 | 2.6 | 10.3 |
| 234. Massena, N. Y. | 2 | 2 | 1 | 2.7 | 13.6 |
| 235. Elmwood Park, Ill. | 2 | 0 | 1 | 2.7 | 9.5 |
| 236. Ocala, Fla. | 3 | 3 | 5 | 2.8 | 22.9 |
| 237. Corona, Calif. | 2 | 2 | 1 | 2.9 | 17.2 |
| 238. Sweetwater, Tex. | 2 | 1 | 1 | 2.9 | 16.0 |
| 239. Santa Paula, Calif. | 2 | 0 | 2 | 3.0 | 17.9 |
| 240. So. Orange, N. J. | 2 | 0 | 0 | 3.1 | 13.5 |
| 241. Salinas, Calif. | 5 | 3 | 3 | 3.1 | 25.9 |
| **242. Sault Ste. Marie, Mich.** | **2** | **3** | **1** | **3.1** | **11.1** |
| 243. Denison, Tex. | 3 | 1 | 4 | 3.2 | 15.7 |
| 244. Vernon, Conn. | 2 | 1 | 2 | 3.6 | 13.0 |
| 245. Morristown, N. J. | 4 | 1 | 0 | 3.6 | 24.6 |
| 246. Millbrae, Calif. | 2 | 1 | 0 | 3.6 | 15.0 |
| **247. Las Cruces, N. M.** | **3** | **5** | **1** | **3.7** | **20.2** |
| 248. Stillwater, Okla. | 3 | 1 | 1 | 3.7 | 16.2 |
| 249. Red Wing, Minn. | 2 | 0 | 0 | 3.9 | 19.3 |
| 250. So. Portland, Maine | 3 | 2 | 0 | 4.4 | 13.5 |
| 251. Attleboro, Mass. | 3 | 0 | 0 | 4.5 | 13.1 |
| 252. W. Springfield, Mass. | 4 | 1 | 5 | 4.6 | 19.0 |
| 253. Beacon, N. Y. | 2 | 2 | 0 | 4.6 | 14.5 |
| 254. Needham, Mass. | 3 | 3 | 1 | 5.0 | 15.1 |
| 255. Logan, Utah | 3 | 0 | 0 | 5.4 | 19.5 |
| 256. Dover, Ohio | 3 | 3 | 0 | 5.4 | 30.3 |
| 257. Bloomington, Minn. | 6 | 1 | 2 | 5.6 | 52.0 |
| 258. Calumet City, Ill. | 5 | 5 | 3 | 6.1 | 24.3 |
| 259. North Chicago, Ill. | 3 | 2 | 5 | 6.2 | 18.2 |
| 260. Newport Bch., Calif. | 5 | 2 | 4 | 6.5 | 25.8 |
| 261. Marshfield, Wis. | 4 | 0 | 0 | 6.6 | 32.1 |
| 262. Stoughton, Mass. | 3 | 2 | 0 | 6.7 | 23.7 |
| **263. Southington, Conn.** | **3** | **4** | **4** | **7.1** | **19.3** |
| 264. Windsor, Conn. | 4 | 2 | 4 | 8.1 | 26.1 |
| 265. Shelton, Conn. | 5 | 1 | 1 | 8.5 | 32.9 |
| 266. Windham, Conn. | 6 | 2 | 4 | 9.8 | 35.8 |
| CANADIAN CITIES | | | | | |
| Medicine Hat, Alta. | 0 | 0 | 0 | — | 0.0 |
| **Red Deer, Alta.** | **0** | **1** | **1** | **—** | **0.0** |
| Edmonton, Alta. | 11 | 11 | 21 | — | 7.5 |
| **Hamilton, Ont.** | **16** | **24** | **23** | **—** | **8.4** |
| **Toronto, Ont.** | **108** | **110** | **58** | **—** | **8.5** |
| Vancouver, B. C. | 29 | 29 | 36 | — | 9.2 |
| Calgary, Alta. | 11 | 8 | 11 | — | 9.3 |
| **Lethbridge, Alta.** | **2** | **5** | **0** | **—** | **9.5** |
| **Montreal, Que.** | **106** | **133** | **107** | **—** | **11.3** |

## LAST CALL FOR FILM CONTEST ENTRIES

Entries are being received for the 1959 contest of the National Committee on Films for Safety in the fields of occupational, home, traffic and transportation, and general safety.

This 16th annual competition is for motion pictures and soundslide films produced or released during 1958. Deadline for receipt of entries is February 16, 1959.

There is no charge for entering the contest, nor for awards to winning film sponsors. For entry blanks and other information, contact Wm. Englander, Secretary, National Committee on Films for Safety, 5th floor, 425 N. Michigan Ave., Chicago 11, Illinois.

## MOTOR VEHICLE DEATHS AND INJURIES, BY STATES 1958 and 1957

Forty-four states and the District of Columbia report their death and injury experience for nine months or less.

Injury totals and changes should be interpreted with some caution because of the effect of continuing changes in insurance laws and reporting requirements, efforts among many states to get more complete reporting, and increasing claims consciousness of those involved in accidents.

### MOTOR-VEHICLE DEATHS AND INJURIES, BY STATES 1957 and 1958

| | Months Reported | Deaths†† 1958 | Deaths†† 1957 | Injuries†† 1958 | Injuries†† 1957 | % Change 1957 to 1958 Deaths | % Change 1957 to 1958 Injuries | 1958 Ratio of Injuries to Deaths |
|---|---|---|---|---|---|---|---|---|
| TOTAL U.S. | ** | 23,319# | 24,999# | 980,390 | 955,038 | — 7# | + 3 | 42 |
| Ala. | 9 | 557 | 668 | 3,552+ | 3,727+ | — 17 | — 5 | 6 |
| Ariz. | 9 | 353 | 319 | 6,692 | 5,772 | + 11 | + 16 | 19 |
| Ark. | 9 | 306 | 351 | 2,546 | 2,185 | — 13 | + 17 | 8 |
| Calif. | 9 | 2,526 | 2,662 | 99,155 | 100,032 | — 5 | — 1 | 39 |
| Colo. | 9 | 285 | 271 | 9,001 | 8,156 | + 5 | + 10 | 32 |
| Conn. | 9 | 165 | 201 | 15,662 | 14,962 | — 18 | + 5 | 95 |
| Del. | 9 | 67 | 66 | 1,750 | 1,981 | + 2 | — 12 | 26 |
| D. of C. | 9 | 39 | 49 | 5,233 | 5,203 | — 20 | + 1 | 134 |
| Fla. | 9 | 817 | 766 | 24,168 | 24,586 | + 7 | — 2 | 30 |
| Ga. | 9 | 664 | 673 | 11,348 | 9,111 | — 1 | + 25 | 17 |
| Idaho | | | | | | | | |
| Ill. | 8 | 1,117 | 1,350 | 63,312 | 59,255 | — 17 | + 7 | 57 |
| Ind. | 9 | 727 | 823 | 26,532 | 28,699 | — 12 | — 8 | 36 |
| Ia. | 9 | 406 | 511 | 14,389 | 15,821 | — 21 | — 9 | 35 |
| Kan. | 9 | 395 | 402 | 11,314 | 8,109 | — 2 | + 40 | 29 |
| Ky. | 9 | 559 | 565 | 10,955 | 10,452 | — 1 | + 5 | 20 |
| La. | | | | | | | | |
| Maine | 9 | 142 | 97 | 4,968 | 4,662 | + 46 | + 7 | 35 |
| Md. | 9 | 366 | 405 | 13,794 | 13,948 | — 10 | — 1 | 38 |
| Mass. | 8 | 362 | 301 | 58,416 | 57,216 | + 20 | + 2 | 161 |
| Mich. | 9 | 936 | 1,069 | 40,212 | 43,554 | — 12 | — 8 | 43 |
| Minn. | 9 | 514 | 480 | 18,873 | 17,462 | + 7 | + 8 | 37 |
| Miss. | 9 | 370 | 362 | 5,014 | 4,784 | + 2 | + 5 | 14 |
| Mo. | 9 | 663 | 712 | 8,320 | 8,917 | — 7 | — 7 | 13 |
| Mont. | 8 | 120 | 132 | 1,773 | 1,722 | — 9 | + 3 | 15 |
| Neb. | 9 | 236 | 211 | 7,139 | 7,065 | + 12 | + 1 | 30 |
| Nev. | | | | | | | | |
| N. H. | 9 | 68 | 73 | 4,122 | 4,187 | — 7 | — 2 | 61 |
| N. J. | 5 | 277 | 323 | 22,158 | 21,811 | — 14 | + 2 | 80 |
| N. M. | 9 | 284 | 318 | 3,931 | 3,536 | — 11 | + 11 | 14 |
| N. Y. | 9 | 1,488 | 1,512 | 198,412 | 183,268 | — 2 | + 8 | 133 |
| N. C. | 8 | 629 | 680 | 13,141 | 11,980 | — 8 | + 10 | 21 |
| N. D. | 9 | 109 | 101 | 2,043 | 1,858 | + 8 | + 10 | 19 |
| Ohio | 9 | 1,265 | 1,456 | 54,685 | 58,529 | — 13 | — 7 | 43 |
| Okla. | 9 | 490 | 507 | 10,746 | 10,098 | — 3 | + 6 | 22 |
| Ore. | 9 | 310 | 315 | 12,116 | 11,739 | — 2 | + 3 | 39 |
| Pa. | 9 | 1,052 | 1,214 | 62,865 | 60,939 | — 13 | + 3 | 60 |
| R. I. | | | | | | | | |
| S. C. | 9 | 401 | 535 | 7,580 | 7,998 | — 25 | — 5 | 19 |
| S. D. | 2 | 36 | 12 | 510 | 335 | +200 | + 52 | 14 |
| Tenn. | 9 | 523 | 482 | 10,800 | 9,778 | + 9 | + 10 | 21 |
| Tex. | 9 | 1,645 | 1,795 | 46,462 | 45,864 | — 8 | + 1 | 28 |
| Utah | 7 | 100 | 114 | 3,075 | 2,786 | — 12 | + 10 | 31 |
| Vt. | 9 | 58 | 71 | 2,138 | 2,146 | — 18 | — * | 37 |
| Va. | 9 | 611 | 653 | 17,366 | 17,917 | — 6 | — 3 | 28 |
| Wash. | 9 | 392 | 366 | 19,868 | 18,380 | + 7 | + 8 | 51 |
| W. Va. | 9 | 264 | 350 | 5,306 | 5,675 | — 25 | — 7 | 20 |
| Wis. | 8 | 520 | 557 | 17,226 | 17,182 | — 7 | + * | 33 |
| Wyo. | 9 | 105 | 119 | 1,722 | 1,651 | — 12 | + 4 | 16 |

†Rural injuries only.

††All figures are preliminary. To insure proper comparisons, 1957 figures cover the same reporting period as those for 1958.

*Less than .5%.

**Death and injury totals cover reports for all months indicated in this column.

#Death totals and changes differ from national figures because those shown here are based on the states and months for which injury data are reported.

# THE SAFETY LIBRARY

## By Ruth Parks, Librarian, NSC

**Books, pamphlets, and articles of interest to safety men.**

### Accidents

Symposium on Automobile Accidents. Edited by Jacob Kulowski. In *International Record of Medicine*, September 1958, p. 533-582.

(This volume of *International Record Medicine* contains seven articles by specialists in their fields of work related to preventing automobile accidents.)

### Automobiles

Building Safety Into the Automobile. Donald J. Schrum. *Police*, November-December, 1958, p. 29-33.

(Deals with research efforts of the automobile industry directed toward the engineering of safety features into automobile design.)

Safer Cars: Result of Research and Planning. Richard Reilly. *Highway Highlights*, October-November, 1958, p. 6-10.

(What the automotive industry is doing to develop safety features in cars.)

### Commercial Vehicles

Cut Costs and Down Time! Speed Up Your Winter PM. Clate J. Makin. *Motor Carrier*, October, 1958, p. 63-64.

(Special report on winter maintenance.)

### Communications

New Engineering Center Speeds Traffic Aids in Emergencies. *Chicago Traffic Safety Review*, October, 1958, p. 1-4.

### Drivers and Driving

Differing Laws of States on Driver Ages Creates Problem. *AAMVA Bulletin*. November, 1958. p. 4.

### Enforcement

It's Tough to Patrol the Super Roads. Bernard R. Caldwell. *The California Highway Patrolman*. November, 1958, p. 10-11+.

(Commissioner Caldwell cites need for new enforcement methods as nation's coast-to-coast freeway network expands.)

### Highways

Skid Testing on Wet Roads, Part I and II. J. Masters. Reprinted from *Road Tar*, Vol. 12, 1958, No. 1, p. 4-6; No. 2, p. 4-6. Road Research Laboratory. Department of Scientific and Industrial Research, Harmondsworth, England.

(Study shows it is possible to achieve a substantial reduction of accidents by effective treatment of small lengths of road.)

You and Tomorrow's Roads. 1958. 31p. Highway Traffic Department, Esso Standard Oil Company, 15 W. 51st St., New York 19, N. Y.

(This booklet presents in clear, nontechnical term facts you should know about the national and interstate highway program.)

America's "Most Important Road" Is Opened. Donald R. Foxvog. *The Constructor*. November, 1958, p. 50-52.

(Fourteen miles of six test loops of highway built for nationwide testing by the AASHO.)

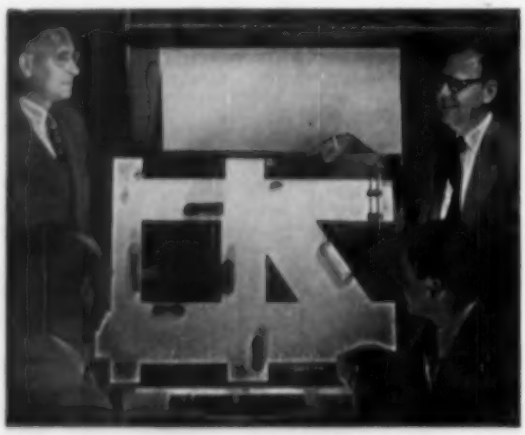
Traffic Operations on Freeways. Paul F. Royster. *Traffic Engineering*. November, 1958, p. 18-21.

(Problems that confront operation of freeways in order to give the public efficient service.)

Wrecker Operations Discussed at New Jersey Turnpike Conference. *Traffic Engineering*. November, 1958, p. 27.

### Parking

New Mechanical Parking Features Safety. Frank Gove, Jr., *The American City*. December, 1958, p. 110.

**THE "EYES" HAVE IT . . . .**

**Here is an aid that has proven practical in teaching visually the principles of safety. It's simple, effective and works wonders in teaching your drivers.**
**The MAGNO SAF-T BOARD is the result of studies by outstanding safety instructors and engineers. Safety directors, traffic managers, driving instructors, insurance agents and adjusters get a clear picture of how accidents occurred visually by reconstruction of conditions.**
**It is now being used from coast to coast by fleet owners, insurance and public utility companies, colleges and schools, and many other concerns interested in public safety. Consisting of a BOARD with typical street intersections on one side. The other side is a BLACKBOARD on which any street or road situation can be drawn with chalk and then erased. It has scale models of vehicles, traffic markers and accessories that can be placed in any conceivable traffic situation.**

***Write for our folder. It contains full information.***

**MAGNO SAF-T BOARD** ©  **EMIGSVILLE, PA.**

Circle Item No. 4—Reader Service Card

**Research**

Accident study. G. M. Webb. *Traffic Engineering*. October, 1958, p. 18-20.

(Research in California on types of collisions.)

**Safety Belts**

Carolina Police to Test Belts. *Automotive News*. December 8, 1958, p. 19.

**Signs and Signals**

Interstate Highway Signs Get Research Attention. Wm. G. Eliot, 3rd. *Police*. November-December, 1958, p. 36.

**Traffic**

Highway Safety and Traffic Control. Edited by John W. Gibbons. The Annals of The American Academy of Political and Social Science. November, 1958, 209p.

(This Volume of The Annals contains 15 articles on traffic safety contributed by men who are preeminently qualified in their respective fields.)

**ADDRESSES OF MAGAZINES MENTIONED**

*The American City*
470 Fourth Ave.
New York 16, N. Y.

*Automotive News*
Slocum Publishing Co.
2666 Penobscot Bldg.
Detroit 26, Mich.

*The Constructor*
Associated General Contractors of America, Inc.
AGC Building
1957 E St., N.W.
Washington 6, D. C.

*California Highway Patrolman*
California Association of Highway Patrolmen
1213 H St.
Sacramento 3, Calif.

*AAMVA Bulletin*
American Association of Motor Vehicle Administrators
912 Barr Building
Washington 6, D. C.

*Highway Highlights*
National Highway Users Conference
National Press Building
Washington 4, D. C.

*International Record of Medicine*
MD Publications, Inc.
30 E. 60th St.
New York, N. Y.

*Motor Carrier*
Westrode Publications
1200 W. Pender St.
Vancouver, Canada

*Police*
Charles C. Thomas, Publishers
301-327 E. Lawrence Ave.
Springfield, Ill.

*Traffic Digest & Review*
Traffic Institute
Northwestern University
1804 Hinman Ave.
Evanston, Ill.

*Traffic Engineering*
Institute of Traffic Engineers
2029 K St., N.W.
Washington 6, D. C.

## Research Grant on Portable Hazard Warning Devices

R. E. Dietz Co. announces a grant to the Regents of the University of California, Berkeley, for the support of a one year study entitled "Portable Roadway Hazard Warning Devices."

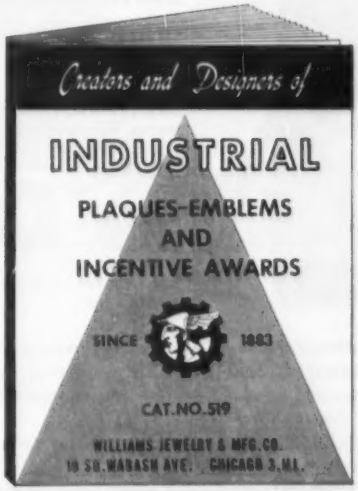
The research grant will be under the direction of Professor D. M. Finch.

Purpose of the grant is to insure that hazard warning devices offer the best possible protection in terms of product design and performance, and that users can be more fully educated to their proper use and maintenance.

"The burgeoning federal highway program, the growing number of urban arterial projects, and the steadily rising car population traveling at high speeds," according to a Dietz spokesman, "make it imperative that the problem of satisfactory hazard protection be constantly reassessed."


Our NEW 1959 EDITION . . . 40 PAGE CATALOG of
EMBLEMS • PLAQUES • TROPHIES • INCENTIVE AWARDS

NEW!
IDEAS FOR SAFETY PLAQUES TROPHIES and INCENTIVE AWARDS




FREE!
THE ONLY CATALOG OF ITS KIND!
Get Your Copy Today! Keep It Handy to Solve Your Awards Problems

JUST OFF THE PRESS!

WILLIAMS JEWELRY & MFG. CO.
Dept. TS-2, 10 S. WABASH AVE., CHICAGO 3, ILL.
SILVERSMITHS BUILDING — CEntral 6-5018

Circle Item No. 5—Reader Service Card

## Driver Education — Should Police Do Job?

*From Page 14*

ing took over, the backlog kept pace with graduates and the school has never caught up.

Results? "Wonderful!" exploded a young housewife when asked about it. "The best thing that ever happened to me. I learned more in two hours than I learned in six months from my husband." There are hundreds of these enthusiastic graduates by now.

The teenagers? Perhaps no adult can ever completely understand the workings of the teenage mind, but even here Lt. Czachowski can tell stories.

There was, for example, the teenager who came out, registered and sullenly allowed it to be known that he already knew how to drive. He was attending because Dad simply would not give him the keys to the family car until he showed a diploma from the driving range.

During the first few night class sessions Mister Teenager just sat there and sulked, trying to look bored, refusing to listen.

"About half way through the course this youngster began listening, and after it was all over he sneaked up to me one day and asked if he could come back and take the course over so he could get the part he missed. He did it, too," said Czachowski.

The funny thing, said Czachowski, was that this same little story repeated itself a number of times with other teenagers.

One by-product of the school is the use made of it by the Juvenile Court. In 1956 Judge Elizabeth McCain decided to send each teenage traffic violator to the range on three successive Saturdays (when no regular classes were scheduled) for special lectures, as a requisite to getting back their suspended licenses.

After this program had been in operation a few weeks Czachowski suddenly noticed that, when he would be scheduled to lecture from 15 to 20 teenage violators, he would find his classroom jammed. Everyone was bringing friends.

The secret of Czachowski's success with the teenagers has probably been the application of a very simple psychology. He never treats them as violators or even indicates he knows that they are violators. He simply starts talking about automobiles, explains some tricks of driving, slipping in the safety rules, shows some movies and allows the youngsters to tinker around with his testing gadgets.

"Gee, can't we come out and take a regular course like the other folks?" is a typical reaction. Many of them do, registering and waiting their turn.

Where will it go from here? No one, least of all Czachowski or Armour, can say for sure. Armour has stated that he hopes to expand the program after other fund-greedy projects are finished. He has already increased the staff to three and installed floodlights so behind-the-wheel instruction can be carried on at night. The Jaycees have just completed an addition to the classroom which never was large enough for 30 students and all the testing gadgets plus training aids.

The course now being offered includes 14 hours of classroom training and 12 hours (on an average) of behind-the-wheel training. This compares to the 30 hours of classroom work and eight hours behind-the-wheel recommended for the AAA course.

Czachowski feels his course is actually better than the AAA course. First, since high school instructors are dealing with a so-called "captive audience," with students required to attend school for nine months, they can afford to be liberal with classroom time. "I have cut out the hay and kept the meat," he said. He added that it would be difficult to obtain regular attendance from a volunteer audience when the course would be stretched out several weeks.


BORKENSTEIN BREATHALYZERS

convict the guilty . . .
protect the innocent

The direct-recording BORKENSTEIN BREATHALYZER offers an infallible means of conviction or exoneration in suspected "under-the-influence" cases. It provides a permanent, unalterable record — with fingerprint — for documentary evidence.

Designed by a prominent authority on chemical breath testing, Captain Robert F. Borkenstein, of the Indiana State Police Laboratory, the BREATHALYZER is notable for:

1. SIMPLE OPERATION—7 easy steps learned in minutes.
2. EASY MAINTENANCE—clearly explained in simplified manual.
3. HIGH STABILITY—entire instrument operates independently of all variable conditions.
4. STABLE SOLUTIONS—possible variations in strength of only chemical used does not affect results.
5. LOW COST PER TEST—inexpensive supplies used are practically only overhead.
6. SIMPLE TO EXPLAIN—simple principle and design easy to explain in court room.

WRITE FOR FREE DEMONSTRATION OR PAMPHLET 5-2

STEPHENSON CORPORATION


Circle Item No. 6—Reader Service Card

Second, Czachowski finds that although many teenagers can assimilate enough driver training in eight hours behind the wheel, many cannot. With older adult drivers the eight hours simply is not enough, he said.

Whether the Memphis police program will ever take the place of a full-fledged high school driver education program is something that will have to wait for the future to decide. But the experiment has been started, with good results so far.

Perhaps the final pay-off, so far as the police department is concerned, is a bagful of good will that probably could not have been obtained by hiring a staff of public relations men. Glowing letters and enthusiastic remarks greet police every time the program is mentioned.

"It is probably the only project police ever undertook that hasn't drawn some criticism," said Police Chief J. C. Macdonald.

"The best evidence of what I think about this program is the fact that I am supporting it and intend to continue supporting it," said Commissioner Armour.

## New Transportation Planning Guide for Cities

A comprehensive new guide to greater safety and mobility in cities faced with growing traffic congestion and other transportation problems has been developed by leading authorities of the U.S. and Canada.

It is a detailed planning program produced by the National Committee on Urban Transportation, combining the knowledge and experience of some 175 transportation experts, and the results of two years of pilot studies in seven cities.

It provides usable, factual methods for a community to analyze its problems, develop a plan, get it approved by the public, and obtain the necessary funds to carry it out.

The basic program is contained in a 96-page handbook, entitled "Better Transportation for Your City," and 15 supplementary manuals on technical subjects, each detailing standards and procedures for separate but integrated phases of urban transportation.

## New ITE Officers

Matthew C. Sielski was named president of the Institute of Traffic Engineers at the annual meeting held in Miami Beach. Sielski, who is director of traffic engineering and safety for the Chicago Motor Club, has served as a member of the Institute's board of directors since 1953 and was vice president last year.

Elected as vice presidents were Edward G. Wetzel, assistant chief of the planning division of the Port of New York Authority, and Alger F. Malo, director of the Detroit Department of Streets and Traffic.

Named secretary-treasurer was Gordon K. Gravelle, assistant commissioner of the New York City Department of Traffic. This term, as with the other three officers, is for one year.

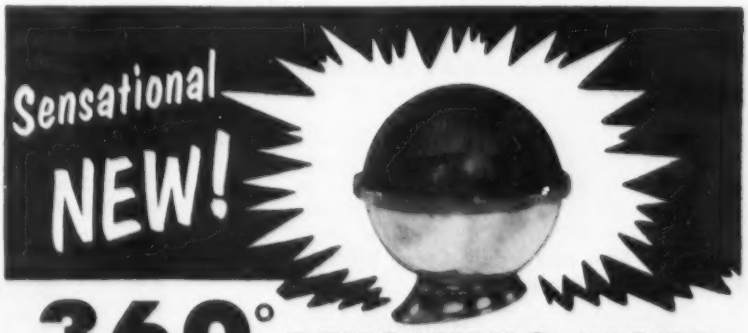
Three directors were chosen, each for a two-year term. In District No. 3, Eugene A. Barton, chief traffic engineer of H. K. Ferguson Co., Cleveland, was elected to represent Ohio, Michigan and Ontario.

In District No. 5, M. V. Greer, traffic engineer of the Texas Highway Department was elected director; and in District No. 6, J. Al Head, assistant traffic engineer of the Oregon Highway Department, was elected.

Remaining on the board for another year are: Fred W. Hurd, director, Yale Bureau of Highway Traffic; Michael J. Gittens, Pittsburgh city traffic engineer; William R. Marston, Chicago deputy city traffic engineer; and J. E. Havenner, immediate past president, who is director of engineering and technical services for the Automobile Club of Southern California.

**INDEX AVAILABLE**

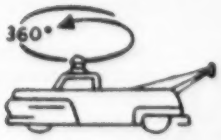
The Index to Vol. 53 of TRAFFIC SAFETY—July-Dec., 1958—is now available. Write to: Library, National Safety Council, 425 N. Michigan Ave., Chicago, Ill.


360° REVOLVING LIGHT

★ FREEZE PROOF
★ WATER PROOF
★ FADE PROOF
★ TROUBLE PROOF
★ EASY TO INSTALL OR REMOVE
★ MADE LIKE A FINE WATCH
★ BUILT FOR YEARS OF SERVICE

*Write or Wire for Beautiful Catalog or Contact your Jobber*




HI-BALL TRIPPE

For wreckers, ambulances, emergency vehicles of all types, here is the most eye-catching, effective light made. Price is LOW! Ultimate in a WARNING light! Flip the switch and instantly the parabolic mirror rotates about the 100 candlepower bulb . . . 60 TIMES A MINUTE! Flash is so intense that all traffic is alerted.

TRIPPE MFG. COMPANY
133 N. Jefferson St.
Dept. D-2
Chicago 6, Ill.

Circle Item No. 7—Reader Service Card

# NEW... SAFETY EQUIPMENT

***Publication of product announcements in this section should not be construed as endorsement or approval by the National Safety Council.***

## Combination Siren, Public Address System

Patrol cars and other emergency vehicles will find this electronic siren and public address system a valuable addition. It will expand the effectiveness of police, fire and rescue squad vehicles as well as ambulances and will assist in traffic emergencies. The safety aid has been approved by the Federal Civil Defense Administration.

The "Interceptor" combines in one case, the fully transistorized 30-watt amplifier and the control panel which mounts conveniently under the instrument panel. The 7½ speaker mounts between the grill and radiator of most 1958 and 1959 model cars.

A special microphone is hooked into the amplifier for public address use and may be used to override the siren.

A four-position selecter switch enables the electronic siren to be placed on automatic or manual operation. On "automatic," the siren sounds an up-and-down scale said to be superior in tone to that of a conventional siren. In manual operation, it is controlled from a push button on the control panel.

The speaker contains no moving mechanical parts, and is operated entirely by electronic oscillation. Messages received over the vehicle's two-way radio can be amplified through the speaker. Because of the transistorized design, the Interceptor requires a minimum of electric current.

**Federal Sign and Signal Corp., 8700 S. State St., Chicago 19, Ill. (Item 41)**

## Aluminum Fuel Tank

An aluminum center-step fuel tank for highway tractor-trailer combinations is the first light metal container of its type to pass the rigid Interstate Commerce Commission performance tests.

The 70-gallon safety tank was filled with water and dropped 30 feet onto a concrete platform. Although the container hit on a corner, no rupture occurred. The vulnerable filler neck withstood a 10-foot drop in a like test. In another analysis, internal hydrostatic pressures of 150 per cent of the vapor pressure of commercial grade gasolines were easily contained by the welded unit.

Sizes available in rectangular and cylindrical design tanks range from 38 to 70 gallons.

Aluminum holds many advantages in fuel tank applications such as corrosion resistance, light weight and non-sparking characteristics. Production units utilize one-eighth-inch alloy 5052 plate. The product is easily welded, yet strong and ductile enough to resist rupture upon impact.

**Aluminum Company of America, 1501 Alcoa Bldg., Pittsburgh 19, Pa. (Item 42)**

## Button Down Tie

The "SMOOTHIE BUTTON DOWN TIE" will be of interest to any one who must wear a tie while driving a vehicle. The tie has a definite safety factor because it stays in place and does not fly up and obstruct vision.

The ties have been approved by the Military, and the Post Office has also recommended it for their Uniformed Personnel. The tie remains neatly in place at all times, and it is guaranteed washable and crease resistant. The tie is available in required colors for uniform wear.

**A. Schreter and Sons Co., 16 S. Eutaw St., Baltimore 1, Md. (Item 43)**

## Flasher Warning Light

A transistorized Neon Light is now included in this manufacturer's line of warning lights. The light is far brighter than other lights available.

Both the Neon and incandescent models of the new lights feature an epoxy encapsulated cartridge with a patented circuit. A special circuit extends battery life to from four to eight months.

Due to the lens design and special engineering of the transistor elements, intensity has been increased so that visibility now exceeds three miles, weather conditions permitting.

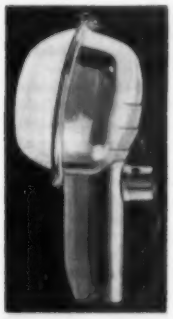
The lights are designed for efficient, economical operation and maintenance and will operate in any extremes of

**For More Information—Circle Item on the Reader Service Postcard**

temperature. A Solarstat automatically turns the lights on and off when the sun sets, and turns them off when the sun rises.

The outer housing of the new light is copper-aluminum-magnesium alloy for durability. The lights are available in standard color lenses, and in four-inch head models, seven-inch reflectorized and 360° dome-type lens.

**Pacific Mercury, 14052 Burbank Blvd., Van Nuys, Calif. (Item 44)**



## Luminaire

A new Luminaire for street, highway and parking lot usage is called the "Metropolitan."

The Luminaire utilizes either clear or color-improved 100, 175 and 250 watt mercury lamps. It will be available with I E S - A S A Type I, Type II and Four-way Type II distribution patterns.

**Wheeler-Fullerton Lighting Div., Wheeler Reflector Co., Boston, Mass. (Item 45)**

## Traffic Marking Paint

A tough, new traffic paint that provides brilliant, long-lasting traffic markings on asphalt, macadam, concrete, cobblestone and tarred road surfaces, provides markings comparable in brilliance to costly beaded traffic paints, and at the same time affords greater resistance to wear and abrasion.

New "Jet-Dri" has been rigidly tested for road wear and driver visibility. Highway applications reveal the product retains its high lustre and bright color under consistantly heavy truck, auto and pedestrian traffic conditions.

Unlike conventional traffic paints, which require complicated bead mixing procedures, Jet-Dri is applied in one operation. The ease of application permits a small painting crew to cover miles of roadway in a minimum of time. It dries in minutes, and is useful for parking lots, service stations, and other heavily traveled areas. It may be applied rapidly by conventional highway painting equipment or by hand with a brush or roller. It dries to a tough, extremely wear resistant finish, and resists gasoline, oil, alcohol, most acids, alkalies and boiling water. It is available in non-fade traffic white, vivid yellow, bright red, black, forest green and high visibility aluminum.

**Jet-Dri Div., Consolidated Chemical and Paint Mfg. Co., Inc., 444 Lafayette St., New York, N. Y. (Item 46)**

## Transistor Amplifier

This siren and voice amplifier combination is for use with mobile radio systems. The equipment improves the loudness of sirens and voice transmissions where needed, but does not have a corresponding increase in the amount of current drained from mobile power sources.

For siren applications, instant stopping and starting of the warning signal is made possible by an ON-and-OFF switch which eliminates build-up and rundown problems. This feature is especially important in "quiet" areas, such as hospital zones, where a municipal vehicle may want to shut off its siren.

The equipment is completely transistorized and designed for 20-watt operation. It may be used in connection with communications systems of police and fire cars, ambulances or other emergency vehicles and permits operators to hear calls while working some distance from their vehicles.

**General Electric, Communication Products Dept., Electronics Parks, Syracuse, N. Y. (Item 47)**

## News Items

### Micro Balancing, Inc.

Donald M. Gallaher has been named National Sales Manager for Micro Balancing, Inc., Garden City Park, N. Y. The company manufactures Lumatrol Automatic Street and Highway Light Controls, and Dynamic Balancers which locate and determine magnitude of imbalance in rotating components. Mr. Gallaher has been associated with electrical problems involving generation and distribution, calling on utilities for more than 10 years.

### Traffic and Street Sign Company

This company with their Associate, Pfaff and Kendall of New Jersey, has announced the availability of a color motion picture on the new North Carolina Interstate Highway Building Program. The movies, taken on the job, show the new highway, the method of installation used, and the type of signing that was specified for this newly-completed road.

### R. E. Dietz Company

This Syracuse, N. Y., manufacturer of automotive lighting and hazard warning equipment has purchased the Battery Bib Co., Sacramento, Calif.

One of a number of new products to be acquired under the expansion program, Battery Bib is a specially perforated polyethylene sheet that fits snugly over the filler plugs and contact posts of automobile storage batteries.

Battery Bib will soon be available in all parts of the country through the Dietz automotive distributor and dealer organization.

# SAFETY PRODUCT LITERATURE

### Light and Barricade

A combination transistor warning light and collapsible barricade unit called "Neo-Flash-Code" is described in literature available from Neo-Flasher Company, 3210 Valhalla Drive, Burbank, California. Three models of the warning lights are available for use with the barricade; the TR 1-100 with a 360° lens and beam candle power; the TR 0-1000 with a 2 direction lens and 8 beam candle power; the TR 4-100 super-brilliant light with a reflectorized head and 15 candle power. These models have no moving parts and will operate on two 6-volt lantern cell batteries for 2200 hours continuously, with an 85 per minute flash rate.

For more details circle No. 81 on enclosed return postal card.

### Traffic Controller

A 5 to 15% increase in traffic flow, with fence tip-ups and accidents, is claimed for the new Marbelite M-20 single-dial controller. The M-20's flexibility is stated to stem from unique design, which permits simplified set-ups as a master secondary for intersections, or control of other secondary controllers in the system. It can also be smoothly integrated into another system as a secondary controller. 15 signal circuits, in combinations with up to 3 offsets, provide a wide range of control as an interconnected secondary. Literature gives full details. Marbelite Co., Inc., 179 N. 10th St., Brooklyn 11, N. Y.

For more details circle No. 82 on enclosed return postal card.

### Utility Light

A new utility light has been added to the Escolite electric flasher warning lights. This rugged, shockproof light can be used in all types of weather. Has rustproof, heavy die cast head; water-proof phosphatized neoprene sealed case; double battery that gives more battery life, yet draws less battery current. Available lens colors are red, amber and clear. Head sizes are 7 in. and 4 in. Literature is available from the Electronic Specialties Corporation, Batavia, Ill.

For more details circle No. 83 on enclosed return postal card.

### Pick-Up Lift Gate

Literature describes a hydraulically operated pick-up lift gate designed specifically for ½ and ¾-ton trucks with express-type body. The unit will raise or lower loads up to 800 lbs. The gates come as a single unit that can be bolted easily to the truck body in place of the original tail gate. Anthony Company, Sreator, Ill.

For more details circle No. 84 on enclosed return postal card.

### "How Service Organizations Increase Efficiency with RCA 2-Way Radio"

An illustrated "case history" brochure which documents the speed, efficiency, and economy of mobile radio systems operating in a broad range of industrial, utility, business, and professional service organizations is available from the Communications Products Department of Radio Corporation of America. Also described and illustrated are various types of RCA Mobile Radio and Base-Stations systems and equipment for service groups. Advertising Manager, Communications Products Department, Building 15-1, Radio Corporation of America, Camden, N. J.

For more details circle No. 85 on enclosed return postal card.

### Traffic Line Markers

M-B Corporation, New Holstein, Wisconsin, has issued new literature describing its models 6-18 and Super 10 line markers. Performance features and detailed specifications are given.

For more details circle No. 86 on enclosed return postal card.

### Plastic Flashing Unit

A new flashing light barricade, "Sentry Safety-Flash," has a brilliant synchronized flash. The lights are built into the panel for protection against flying objects. The unit is ruggedly constructed and light weight 2200 hours of continuous flashing and is guaranteed with each new battery. The plastic flashing unit has an unconditioned guarantee against any damage or failure. Traffic Equipment Corporation, 2064 South Bannock St., Denver 23, Colo.

For more details circle No. 87 on enclosed return postal card.

### Program Time Switch

A program time switch, Model 8001, with 96 tabs on a 24-hour dial to permit 15-minutes switching changes in traffic signals is described in literature available from Tork Time Controls, Inc., Mount Vernon, N. Y. It can be used for turning traffic signals on and off, for changing from red light to flashing yellow, or for changing sequences. The 96 tabs are manually tilted—out for "O" operation—in for "Off" operation. Only gloves are necessary for hand protection. Minimum on or off time is 15 minutes, maximum is 23 hours, 45 minutes. Switching conditions are maintained when adjacent tabs are set alike.

For more details circle No. 88 on enclosed return postal card.

### Salt In Winter Maintenance

In a 26-page booklet entitled "Bare Pavement Maintenance," International Salt Company, Inc., Scranton, Pa., describes methods and effects of salt-treating snowy and icy pavements. Sub-headings of the main section are—Straight Rock Salt vs Abrasives, Timing, Organization, Spreading, Quantity, Storage, Your Public Relations. Elsewhere there is a table of braking distances at 20 miles per hour on dry and wet concrete, loosely packed snow, and glare ice; and at another point, a brief discussion of the effects of salt on concrete of differing qualities and on steel. Economic considerations are noted.

For more details circle No. 89 on enclosed return postal card.

### Reflective Sign Beads

Literature describes a new reflective glass bead, designated "UB 68," for application to backgrounds of thruway signs. An ultra bright bead in the medium index classification, the produce is particularly recommended by the manufacturer for use on signs in the darker pigmented colors such as greens, blues and reds. The bead is said to assure high reflectivity on the all weather conditions, and to offer maximum possible angularity up to the point of passing. Chemical stability and long life as well as ease of application, and a minimum of maintenance are claimed for the product, qualifying it for large reflectorized overhead signs, distance and destination signs, red stop signs and kindred applications. Flex-O-Lite Manufacturing Corporation, 8301 Flex-O-Lite Drive, P. O. Box 3066 (Affton Br.) St. Louis 23, Mo.

For more details circle No. 90 on enclosed return postal card.

### Portable Traffic Signal With Radio Control

Literature describes a newly developed "Porta-Signal" that offers remote radio control and portability in unusual combination with the features of a regular traffic light. "Porta-Signal" is designed to provide a dependable economical and practical solution to temporary traffic control needs, such as occur at school crossings, accidents, highway construction detours, public gatherings and with rush-hour traffic loads. Other applications include use in classroom traffic instruction and control of vehicular and pedestrian traffic at military installations, industrial plants, sites and entrances to night theaters. Porta-Signal Div., Dryomatic Corp., Alexandria, Va.

For more details circle No. 91 on enclosed return postal card.

### Highway Traffic Signs

California Metal Enameling Co., 6904 E. Slauson Ave., Los Angeles 22, California, has issued a catalog designed to provide all information needed to expedite and simplify the ordering for porcelain enameled traffic signs. Included are traffic sign sizes, designs and prices. Types of signs available are covered in statistical and diagrammatic material. Sign Accessories are also covered. A 58-page supplement, "Planning Manual of Instructions Part 8, Traffic Signs" is available on request.

For more details circle No. 92 on enclosed return postal card.

# The Battered Urban Pedestrian

*From Page 25*

consists of three two-hour sessions which are held on three consecutive Tuesday, Wednesday or Thursday evenings.

The driver improvement course is sponsored by the Rochester Safety Council and conducted under the auspices of the adult education department of the Rochester Board of Education. Each session consists of a lecture, psycho-physical, written traffic quiz and showing of safety films. Keeler directs the course with the assistance of two driver education instructors from the school system.

"Much of our pedestrian safety education work is done by the police safety education division which consists of a captain, lieutenant, sergeant and five patrolmen," Keeler said. "This work and the good relationship between the two daily Gannet newspapers, three television and six radio stations, the police, sheriff's office and Safety Council helps assure a continuous flow of traffic safety education material to the public.

Keeler praised the cooperation of support organizations.

"The local Kiwanis clubs, Rotary, Lions, American Legion, Veterans of Foreign Wars, the PTA, Jaycees all give us a big hand. We know from experience that pedestrians can be made more safety conscious. It is a lot of work and a long haul, but the results are worth the effort."

### BERKELEY

John D. Phillips, City Manager of Berkeley, reports his city's pedestrian enforcement program was started in August, 1953, following months of planning by the Bay Area Traffic Executives Council (BATEC). BATEC is an organization of the traffic representatives of all the communities in the nine Bay Area counties including the California Highway Patrol. Its principal objectives are to promote uniform enforcement policies and to stimulate enforcement activity in areas of greatest need. BATEC strives to insure effective programs through the simultaneous action of all of the communities involved, and where it is appropriate, similar action by the California Highway Patrol.

"The need for a firm pedestrian enforcement program had long been recognized," Phillips said, "but because of individual community problems little progress was made prior to 1953. Through the efforts of BATEC, however, these problems were overcome and plans were made for adequate publicity and warning periods, to be followed by concerted enforcement action on the part of member cities."

BATEC from the beginning enjoyed the close cooperation and support of the East and West Bay National Safety Council offices and of the California State Automobile Association, which has contributed much to the success of the programs adopted. The very fine publicity given to this program was in large measure due to contributions by these organizations.

The pedestrian enforcement program in Berkeley was activated in August, 1953, as a part of the Bay Area Pedestrian Protection Program. For one month an intensive publicity program was conducted. This included the distribution of "Don't Jaywalk" bumper strips and "Don't be a Jaywalker" posters. Through the cooperation of the Boy Scouts of America, thousands of pamphlets describing Jaywalking as a short cut to the coroner were distributed. Boy Scouts working in groups, were stationed at all the Berkeley theaters and strategic street intersections to pass out these pamphlets. The Berkeley Junior Chamber of Commerce painted "Wait on Curb" signs on the street at all intersections in business areas and "Don't Jaywalk" signs at many critical midblock points. Radio and television stations contributed time to run spot announcements or press releases provided by the sponsoring agencies and some billboards were made available as an aid to the publicity program. Much of this pub-


Would you like to have your fleet supervisor ride on every trip of each truck . . . *without leaving his desk?*

**WAGNER-SANGAMO *TACHOGRAPH* "supervises"**

**every movement of truck from start to return**

When you equip your trucks with TACHOGRAPHS it's like having your fleet supervisor ride on every trip . . . without leaving his desk.

Tachograph is mounted on dashboard. Chart, placed inside the instrument before each run, makes a graphic record of time of operation, duration of stops, speeds and distances traveled.

These graphic reports of every run . . . help cut unscheduled stops, help you plan better routing, control vehicle speed, and lower operating costs by encouraging savings in time, gas, oil and tires.

Get details. Mail coupon for Bulletin SU-3.

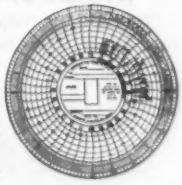


CHART TELLS ALL

**Wagner Electric Corporation**

6467 PLYMOUTH AVE. • ST. LOUIS 14, MO.

*Please send a copy of Bulletin SU-3*

Name_____

Company_____

Address_____

City_____ State_____

We operate_____ Vehicles W558-7

Circle Item No. 8—Reader Service Card

licity concerned the laws and urged pedestrians to be cautious in crossing streets.

The thirty day publicity and educational program was followed by a second thirty day period during which warning citations were issued by police. Special citation forms were prepared for this period. They carried explanations of the need for the program and a warning that actual arrest with penalty was soon to follow.

Meetings were held with the judges of the Berkeley-Albany Municipal Court. The program was discussed with them and they had an opportunity to review the educational effort preceding actual enforcement of the laws. The Court recognized the potential value of the program and established a schedule of penalties for violations by pedestrians.

From the beginning of enforcement with penalty on October 15, 1953 to November 1958 inclusive, a total of 9,922 citations for pedestrian violations has been issued. This does not include a large number of citations issued for violations of the California Vehicle Code. These were largely violations of traffic signal lights.

The following table shows pedestrian injuries and deaths for each year since the start of the program in late 1953:

| Year | Injuries | Deaths |
|---|---|---|
| 1953 | 110 | 8 |
| 1954 | 119 | 1 |
| 1955 | 94 | 2 |
| 1956 | 102 | 4 |
| 1957 | 94 | 4 |
| 1958 | 84 | 1 |

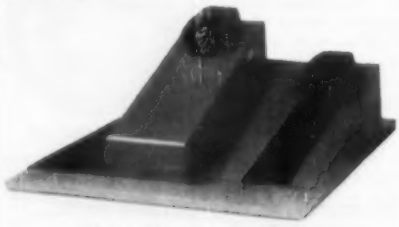
(to November 30)

"We believe the most significant fact in the above table is not the fluctuating goal shown," Phillips said, "but the fact that during a period which has shown tremendous growth in the number of registered motor vehicles, the trend in pedestrian deaths and injuries has not reflected a continued increase."

## ADVERTISER'S INDEX


Carsten Products....48
Cataphote Corp. ....B.C.
Clinton, R. H., Co.... 2
Graubards, Inc. ....34
Harley-Davidson Motor Co.... 1
Heylmun, Stanley L., Inc....48
Magno Saf-T Board....40
National Safety Council....IFC
Stephenson Corp. ....42
Tedcar Products Co....48
Trippe Mfg. Co....43
U. S. Treasury....IBC
Wagner Electric Corp....47
Williams Jewelry & Mfg. Co....41

Two years field tested. Now being used by Colleges, Fleet owners, Fire, Police, State, and School Departments.



*Distributors invited.*

**CHECK ✔ your Personnel with**

**THE FULLY AUTOMATIC TIME REACTION TESTER**

**(Pat. applied for in the U. S. & Canada).**

- **It starts**
- **It stops**
- **It resets Automatically.**

**Complete unit weighs only 15 pounds.**

**Dial in plain sight, graduated in 1/100s of a second.**

**Steel cabinet, DeLuxe Sloping panel, Marine Gray Ripple Finish, Size 8" x 8" x 10".**

**For details write**

**STANLEY L. HEYLMUN, Incorporated**

**4945 Edgemere Avenue** **Baltimore 15, Maryland**

Circle Item No. 9—Reader Service Card

**REFLECTIVE BICYCLE LICENSES**

**LET'S TALK CENTS**

***about BICYCLE SAFETY***

- **REDUCE ACCIDENTS**
- **REDUCE THEFT**
- **REDUCE COST**

Use 100% reflective bicycle licenses. Self sticking, permanent - visible ¼ mile at night. Red, yellow, silver. 8¢ each in lots of 1000. Quotations on larger or smaller quantities. N.C.R. (no carbon required) bicycle registration forms available.

**CARSTEN PRODUCTS**

**15406 THOMAS ST. ALLEN PARK, MICH.**

Circle Item No. 10—Reader Service Card




Printed in U.S.A. Stock No. 311.03—029

# *Use the* READER SERVICE POSTCARDS

- **to obtain information on advertised products**
- **to obtain material on new products and literature**
- **to order subscriptions to TRAFFIC SAFETY**

**Here's how to use card #2—the first set of numbers is keyed to products advertised throughout the magazine, the second set to items shown in the New Product section and the third set to the Safety Products Literature section. Simply circle the number of any item in which you're interested and we'll ask the manufacturer to send you full information without obligation. No postage is required when the card is mailed in the United States.**

## *Advertised Products*

—are included for your benefit to help you solve accident problems. To get full information on a product in which you are especially interested, circle the corresponding page number on the Reader Service Postcard.

## *New Safety Equipment*

—shown in the special section, has been carefully reviewed. Only new products or newsworthy improvements in existing equipment are considered eligible for inclusion in this listing.

## *Safety Product Literature*

—are catalogs, brochures, spec sheets and booklets describing equipment and services to help you solve your traffic safety problems. You can build a valuable reference file with these free publications.

IMPORTANT—Be sure to fill in your name, organization and address in the space provided on this side of the post card.

*1*

**FEBRUARY, 1959**

Prices are subject to a 10% discount to National Safety Council Members

| | 1 TO 9 | 10 TO 99 | 100 TO 999 |
|---|---|---|---|
| Subscription (12 issues) ea. | $4.50 | $3.50 | $2.88 |

*(Add $.50 per subscription for foreign except Canada and Pan American Union)*

U.S. GOVERNMENT INSTALLATIONS NOTE—This item has been approved for purchase by the Federal Supply Service. DO NOT USE THIS ORDER FORM. Refer to "Price list of N.S.C. Materials to U.S. Government Agencies."

Send _____ subscriptions to Traffic Safety (311.01)

In ordering subscriptions for members of your staff attach separate sheet showing names and addresses so that we can send their magazine directly to them each month, without delay.

All prices shown are based on a single order for delivery in one shipment to one destination (one shipment per month on annual subscriptions). Quantities are not cumulative over a period of time, or for a number of locations, to obtain quantity prices.

NAME.....

POSITION.....

COMPANY.....

ADDRESS.....

CITY & STATE.....

*2*

**February, 1959**
**(good until April 30, 1959)**

**PRODUCTS ADVERTISED**

**1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20**
**21 22 23 24 25 26 27 28 29 30 31 32 33 34 35**

**NEW SAFETY EQUIPMENT**

**41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60**

**SAFETY PRODUCT LITERATURE**

**81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100**

NAME.....

POSITION.....

COMPANY.....

ADDRESS.....

CITY & STATE.....

# *The advertising pages of Traffic Safety*

## . . . your guide to products of importance to your safety program

Keep up-to-the minute on all the latest advances in traffic and transportation safety products and services through the advertising pages and new equipment editorial features in Traffic Safety.

Should you want additional information or special consultation on your specific problems, don't hesitate to write to the manufacturers. They welcome your inquiries and will answer your questions without obligation.

Although the Council does not test or examine the products advertised or mentioned in the editorial features, staff engineers and technicians review all product information in an effort to determine that descriptions and performance claims are accurate. It should not be construed, however, that commercial products are approved or endorsed by the National Safety Council.

FIRST CLASS
PERMIT No. 834
CHICAGO, ILL.

BUSINESS REPLY CARD
No Postage Stamp Necessary If Mailed in the United States

5c—POSTAGE WILL BE PAID BY—

*Reader Service Department*

**TRAFFIC SAFETY**
425 NORTH MICHIGAN AVENUE
CHICAGO 11, ILLINOIS

FIRST CLASS
PERMIT No. 834
CHICAGO, ILL.

BUSINESS REPLY CARD
No Postage Stamp Necessary If Mailed in the United States

5c—POSTAGE WILL BE PAID BY—

*Reader Service Department*

**TRAFFIC SAFETY**
425 NORTH MICHIGAN AVENUE
CHICAGO 11, ILLINOIS

**Before you mail your Reader Service Postcard . . .**

# TAKE ANOTHER LOOK AT

- the ADVERTISING pages
- the NEW SAFETY EQUIPMENT section
- the SAFETY PRODUCT LITERATURE section

**Make sure that all the items you want to know about are circled . . . check to make sure that your name, organization and address are printed on the reverse side of the postcard . . . THEN mail it today.**

CLIFFORD F. HOOD

*Portrait by Fabian Bachrach*

# "U. S. Steel employees invest more than $2,400,000 a month in U. S. Savings Bonds"

"Those enrolled in the Payroll Savings Plan for U.S. Savings Bonds alone save the equivalent of one and one half $25 bonds a month.

"For those investing in U.S. Savings Bonds under the Savings Fund Plan, each is averaging more than one $25 bond per month.

"The response of our employees to the Payroll Savings Plan for Savings Bonds is evidence of their faith in the nation. We are proud of their record in saving systematically in E Bonds, thus participating in a program of planned thrift while helping to build America's power to keep the peace."

**CLIFFORD F. HOOD**, ***President and Chairman, Executive Committee, United States Steel Corp.***

Today there are more Payroll savers than ever before in peacetime. If employee participation in your Payroll Savings Plan is less than 50% . . . or if your employees now do not have the opportunity to build for their future through the systematic purchase of U.S. Savings Bonds, give your State Director an opportunity to help. Look him up in your phone book. Or write: Savings Bonds Division, U.S. Treasury Dept., Washington, D.C.

## NATIONAL SAFETY COUNCIL

THE U. S. GOVERNMENT DOES NOT PAY FOR THIS ADVERTISEMENT. THE TREASURY DEPARTMENT THANKS, FOR THEIR PATRIOTISM, THE ADVERTISING COUNCIL AND THE DONOR ABOVE

Circle Item No. 11—Reader Service Card →

# THE POINT OF NO RETURN...

## HOW MANY WILL PASS IT ON YOUR HIGHWAYS TONIGHT?

A barely defined center line . . . the absence of a no passing stripe . . . and a motorist commits a fatal error of judgment. Unaware of the sharply dipping roadway and the oncoming car it conceals, he makes his move. In the next instant, the approaching auto is revealed . . . too late . . . he has passed the point of no return.

Properly laid pavement markings reflectorized with Cataphote Waterproof Reflective Traffic Beads can materially reduce nighttime traffic fatalities . . . in fair weather and foul. Many traffic engineers consider Cataphote Waterproof Beads one of their staunchest allies in a never-ending struggle to make streets and highways safer. And . . . a nationwide network of Cataphote Supply Centers assures them of prompt delivery . . . anytime . . . anywhere.

As long as there are roads to drive upon, drivers will err in judgment. Realizing this, the wise traffic engineer uses every means at his command to make existing highways safer. The man who fails to do so, commits the gravest error of all.

Cataphote
CORPORATION

TOLEDO 10, OHIO / JACKSON, MISSISSIPPI

*Manufacturers of* CATAPHOTE REFLECTIVE BEADS • CATAFLEX REFLECTIVE COATING • CATALINE REFLECTIVE STRIPING
CATATHERM REFLECTIVE PLASTIC STRIPING • TRAFFIC SIGNS • STREET NAME SIGNS